

# Marketing Central Self-Service Partner Resources

**Marketing Central** allows you to access quick and easy marketing tools that enable you to generate demand for your solutions on AWS. These resources are available to all Registered AWS Partners at no cost.

There are four key self-service areas:



## Marketing Academy

Digital courses and content for education on how to market with AWS



## Agency Connect

AWS preferred agencies to create and execute demand generation initiatives



## Concierge Service

Provides assistance to approved partners with joint marketing activities



## Campaign Center

Browse and launch co-branded campaigns that are designed to get your message out to customers

## Partner Benefits of Marketing Central:



Amplify Partner-led AWS marketing efforts with **consultation**



Gain access to marketing courses to learn how to drive **awareness** and **demand**



Highlight your unique **value proposition** with co-branded campaigns

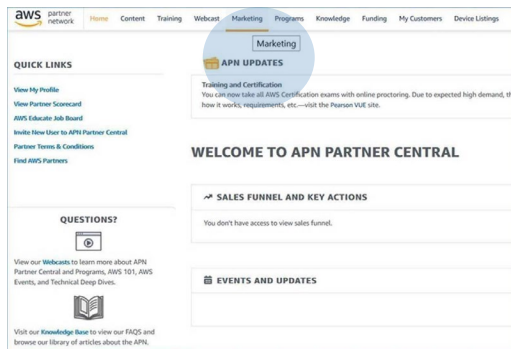


Utilize **Market Development Funds (MDF)** benefits to support eligible marketing activities

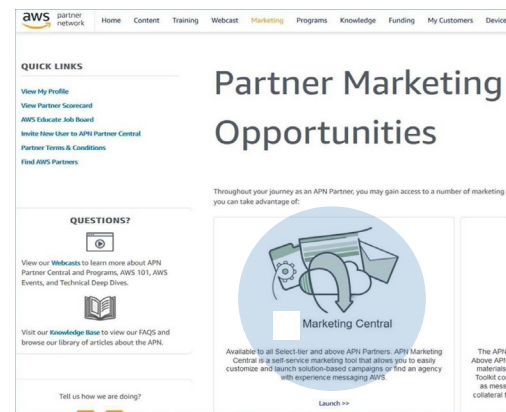
**AWS Partners can execute campaigns with customized and co-brandable content, connect with AWS preferred agencies that are well-versed in AWS Brand, co-brand and messaging guidelines, and be nominated by their Partner Development Managers (PDMs) for Marketing Concierge Program.**

## How to Access Marketing Central:

Step 1: Log into [Partner Central](#) and click on the “Marketing” tab to access the Marketing Central

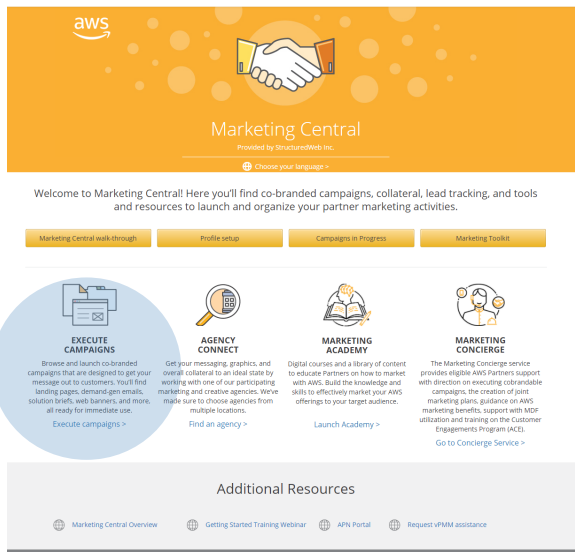


Step 2: Click “Launch” to access Marketing Central

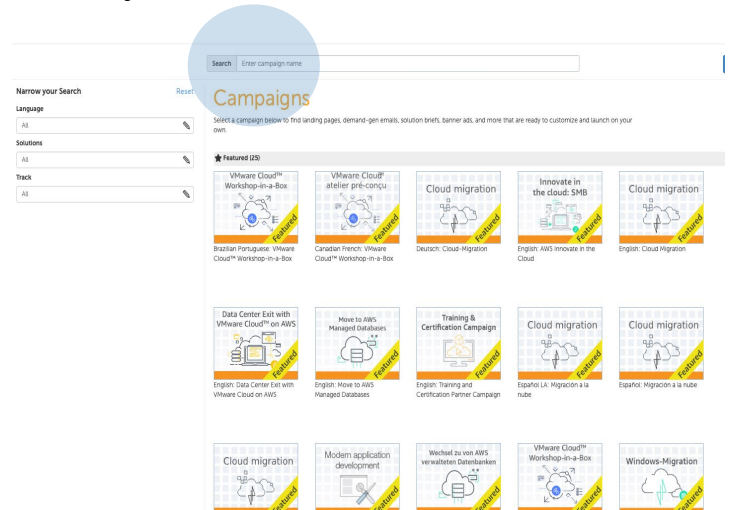


## How to Execute Marketing Campaigns:

Step 3: Click on “Execute Campaigns” and select your desired region



Step 4: Use the “Search Bar” to look for a specific campaign or the options on the left to narrow your search



Campaigns can be executed right from within Marketing Central or assets can be customized and then downloaded. Assets include landing pages, emails, social media copy, banner ads, case study templates, copy blocks, solution briefs, and more.

Start increasing your brand visibility and attracting new prospects by co-branding with AWS

Log into [Partner Central](#) and start accessing resources in Marketing Central today!