



# 10 AWS Partner Marketing resources for growing your business

## What you gain and how to access

Leverage a range of technical, marketing and funding resources, programs and expertise. Focused on increasing your innovation, expanding your customer reach, and growing your business, here we highlight just 10 of these resources. See what you can gain, and how you can access them.

The availability of the following programs, resources and expertise are dependent on your Partner status.



### PartnerCast

#### What it is and what you gain

PartnerCast is a series of free, interactive webinars plus a library of on-demand training resources. For AWS Partners in business and technical roles, PartnerCast helps you create new client opportunities, enhance professional relationships, and develop your AWS Cloud skills. You gain just-in-time insights on the latest AWS news and updates.

#### How to access

1. Click 'Go to PartnerCast' below
2. Search for a live or on-demand event
3. Simply sign-in or register

[Go to PartnerCast](#)

### Marketing Central: Marketing Academy

#### What it is and what you gain

Marketing Academy provides a self-service marketing education to help you learn AWS best practices to successfully market with AWS. You can access a series of e-learning modules and an online learning library of assets enables you to develop, mature, and refine your marketing message and strategy to differentiate yourself in the market.

#### How to access

1. Log into [Partner Central](#)
2. Navigate to the Marketing tab
3. Click Launch under Marketing Central tile
4. Click Marketing Academy

### Marketing Central: Agency Connect

#### What it is and what you gain

Agency Connect is a gateway for engaging AWS-preferred agencies for pre-negotiated and cost-effective services enables partners with limited marketing resources to benefit from expert support, including predetermined or customized content creation and campaign execution. You are encouraged to use your MDF to support these activities.

#### How to access

1. Log into [Partner Central](#)
2. Navigate to the Marketing tab
3. Click Launch under Marketing Central tile
4. Click Agency Connect

### Marketing Central: Partner Ready Campaigns

#### What it is and what you gain

Partner Ready Campaigns are campaign-in-a-box kits with ready to use content templates. Templates can be customized with your company logo, your unique value proposition, and CTA. You can launch the campaigns right from within Marketing Central or download them to send from your own marketing platform. Each campaign kit includes emails, landing pages, solution brief, case study template, copy blocks, banner ads, social media kit, and a campaign execution guide.

#### How to access

1. Log into [Partner Central](#)
2. Navigate to the Marketing tab
3. Click Launch under Marketing Central tile
4. Click Latest Campaigns

### Marketing Development Funds (MDF)

#### What it is and what you gain

AWS Marketing Development Funds (MDF) provide cash and credit benefits to offset up to 50% of the costs of eligible activities. Complete the Program Designations, such as AWS Competencies and AWS Service Ready, and gain MDF to market your offerings, increase your demand generation activities, build pipeline, and generate revenue.

#### How to access

1. When eligible, after completing a Program Designation, set up Payee Central Account. You can request an invitation directly by [creating a case in APN](#).
2. Submit marketing plan with clear activities and deliverables (you may ask your (v)PMM/PDM/PDR for a template)

### Marketing Central: Concierge

#### What it is and what you gain

Marketing Concierge allows you to connect with a virtual Partner Marketing Manager (vPMM) for marketing support and guidance for your unique business needs. A vPMM will provide assistance with onboarding, enablement, campaign development, MDF utilization, and help qualified Partners in creating joint marketing plans.

#### How to access

1. Log into [Partner Central](#)
  2. Navigate to the Marketing tab
  3. Click Launch under Marketing Central tile
  4. Click Marketing Concierge
- or
5. Reach out to your PDR/PDM and asked for more information

### Case Studies

#### What it is and what you gain

Create customer success stories aligned to key use cases or customer segments. By providing evidence of previous success, you add credibility to your offering and increase your brand visibility alongside AWS. These can be MDF funded or AWS funded - if relevant criteria are met, with the opportunity for publication on the AWS website. For further details, [click here](#).

#### How to access

1. Partner-funded/MDF: visit Agency Connect to select an approved agency to work with, in alignment with your PMM/PDR/PDM or
2. AWS-funded: reach out to your PDR/PDM to see what are the top strategic stories that AWS can fund, then publish on the AWS website and digital channels

### APN Communications Channels: APN Blog and Social Media

#### What it is and what you gain

Increase visibility of your AWS-based practice or solution, and influence customers globally through our APN Communications Channels. You have exclusive access to APN Blog Posts and APN Social Media and can share your latest news with AWS customers. You can write your own posts, but they must be aligned with an AWS sponsor. You can read the APN Blog by [clicking here](#).

#### How to access

1. For Blogs and Social Media posts, reach out to your PDM/PDR or (v)PMM
2. Alternatively, tag [@AWS\\_Partners](#) in your Twitter posts and we may retweet, and use the hashtags [#AWSPartners](#) or [#APNproud](#) on LinkedIn

### APN TV (AWS Partner Network TV)

#### What it is and what you gain

This multi-faceted content-sharing platform educates customers around the globe about AWS solutions, and connects them to AWS Partners who are innovating on AWS. It features both AWS-produced and AWS Partner-produced videos. You can participate at no cost, benefiting from contributing thought leadership, boosting awareness, and generating leads through demos, interviews, success stories, and webinars. For more information, [click here](#).

#### How to access

1. Reach out to your PDM/PDR or (v)PMM and ask for the "Getting Started Guide" for further details. Once you are clear on the video eligibility criteria, your PDM/PDR or (v)PMM can also support you with the submission request.

### Sponsorship Program

#### What it is and what you gain

This offers event sponsorship opportunities, including booths, website and mobile app presence, joint break-out sessions, partner spotlight sessions, and video-on demand opportunities – all with the benefit of receiving leads from event attendees. You can grow your business by connecting with over 1m AWS customers and prospects each year, gaining brand exposure and face-to-face engagement opportunities.

Eligibility for the Sponsorship Program is only available for [some here](#). To view upcoming sponsorship opportunities, [click here](#).

#### How to access

1. Reach out to your PDR/PDM or (v)PMM to understand what opportunities are currently available

## More resources, more support for your business

To help you get started, here are some additional resources and guides that you can use to understand more about how to effectively drive more business alongside AWS.

1. Choose your [AWS Partner Paths](#)
2. Deepen your AWS knowledge and skills with [AWS Partner Training and Certification](#)
3. Get up to speed on the [Partner Creative and Messaging Guide](#)
4. Market and sell your offerings to customers through [AWS Marketplace](#)
5. Access the [AWS Software Partners hub](#)