



# AWS Partner Marketing Central

## Accelerate Your Marketing Success

### Access resources to help you generate demand for your solutions on AWS

Marketing Central is a self-service 'always-on' marketing portal that enables you to generate demand for your solutions on AWS where you can easily launch customizable Partner Ready campaigns, or leverage cost effective services from regional AWS preferred agencies with Channel and AWS expertise. Marketing Central is designed to differentiate your brand, attract new customers and help to increase pipeline..



#### Partner Ready Campaigns

Launch campaigns with customizable content and branding that enable you to generate demand and drive additional pipeline.



#### Marketing Concierge Service

Connect with a virtual Partner Marketing Manager (vPMM) for marketing support and guidance for your unique business needs



#### Agency Connect

Engage AWS preferred agencies for pre-negotiated, cost-effective services to support your joint marketing efforts.



#### Marketing Academy

Learn how to drive awareness, interest, and demand for your offerings through our self-service marketing curriculum.

### Accessing Marketing Central

Marketing Central is a benefit provided upon meeting the minimum validation criteria for the specific AWS Partner Paths your organization is enrolled in.



**Step 1**  
Log into Partner Central



**Step 2**  
Navigate to the Marketing tab



**Step 3**  
Click "Launch" under Marketing Central tile



**Step 4**  
Click on the desired service



## Partner Ready Campaigns

### Launch pre-approved, customizable marketing campaigns

Access customizable campaigns to build awareness and drive demand for your products, solutions, and services built on AWS. Partner Ready campaigns include emails, landing pages, solution brief, case study template, copy blocks, banner ads, social media kit, and a campaign execution guide.

[\*\*View available campaigns >\*\*](#)



## Marketing Concierge Service

### Navigate marketing tools and resources with support

Work with a virtual Partner Marketing Manager (vPMM) for support with onboarding, enablement, campaign development, MDF utilization, and joint marketing plans.

[\*\*Request vPMM support >\*\*](#)



## Agency Connect

### Optimize your marketing efforts and build pipeline

Leverage regional AWS preferred agencies with channel expertise to deliver high-quality demand generation services, many of which are eligible for Marketing Development Fund (MDF) benefits.

[\*\*Find an agency >\*\*](#)



## Marketing Academy

### Learn how to market your AWS offerings

Get empowered by accessing digital curriculum and a learning library of assets to train on how to market with AWS.

[\*\*View course topics >\*\*](#)



[\*\*Visit AWS Partner Central >\*\*](#)



[\*\*Visit Marketing Central Overview >\*\*](#)