

Partner Webinar

DESCRIPTION

Amplify your story through multiple channels. This campaign showcases your AWS solutions via a custom webinar, thought leadership article, and strategic email nurture.

Program includes:

- Dedicated webinar: Produced and promoted to the database with live chat, polling, professional moderation, and 200 registrations
- Thought leadership article: 750-1,000 word article written in collaboration with your subject matter expert
- 2-touch email nurture: Executive summary sent to all registrants and topical poll to drive continued engagement

KEY OBJECTIVE/OUTCOME

200 registrations, on-demand webinar, article, executive summary, polling results, and email open rate report

CAMPAIGN COMPONENTS

Moderated panel discussion, social promotion and landing page, written article, and 2-touch lead nurture program

COST TO PARTNER

\$14,000 (50% MDF eligible)

PARTNER SLOTS AVAILABLE

10

PARTNER PROVIDES

Content, speakers

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations: [Migration & Modernization](#) | [Data & Analytics](#)