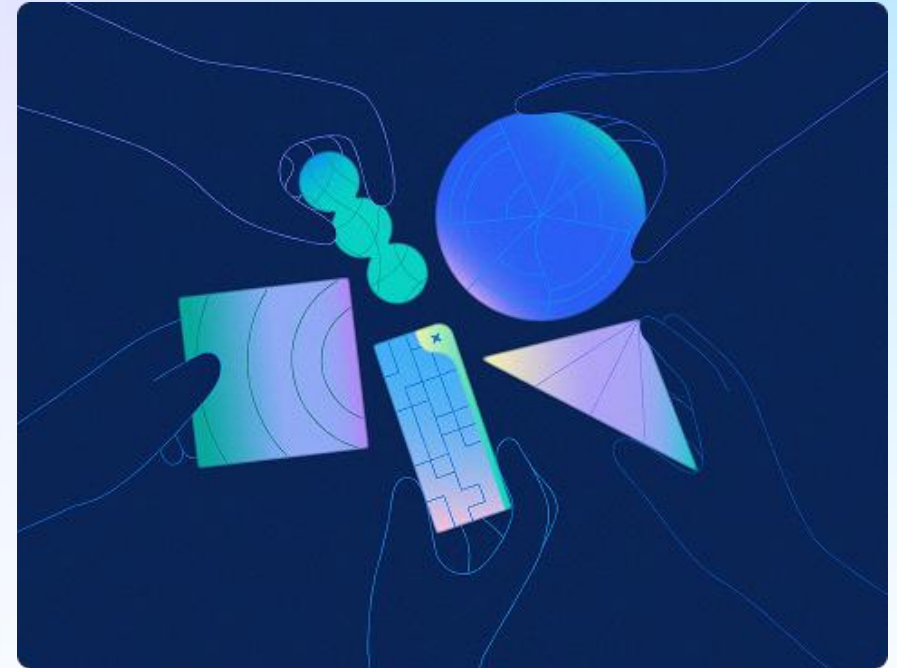




AWS PARTNER MARKETING

# Global Partner Marketing Connect Programs



# Introduction

Accelerate your Amazon Connect pipeline growth with proven marketing programs

Amazon Connect Partner Marketing Programs provide partners with ready-to-execute marketing campaigns designed to generate qualified leads and drive measurable business outcomes. These programs offer execution support, proven frameworks, and co-funding opportunities to help you reach your target customers effectively.

## What We Offer:

Proven, repeatable campaigns across multiple channels

Execution support from experienced marketing teams

Co-funding opportunities through MDF

Reach to target accounts and desired executive audiences

Performance tracking and reporting



# Qualification Criteria

Partners are selected based on alignment, readiness, and commitment to drive results.

AWS SPECIALIZATION	ACE ELIGIBILITY	FUNDING	RESULTS
<p>Required Partner Specializations:</p> <ul style="list-style-type: none"><li>• Amazon Connect Service Delivery Partner (SDP)</li><li>• Amazon Connect Ready Partner (SRP)</li></ul>	<p>Meet AWS co-sell engagement (ACE) eligibility requirements</p> <p>CRM and lead management processes in place</p>	<p>Receives MDF and able to cover partial funding toward marketing activity</p>	<p>Nurtures leads resulting from AWS-managed campaigns and sales team availability to engage with qualified leads</p> <p>Enters associated opportunities into ACE and tags AWS marketing campaign and service(s)</p>

## Marketing Development Funds (MDF) Available to AWS Partners

Leverage Connect MDF to offset the cost of demand generation and GTM, activities to help build your sales pipeline. The MDF fund is available to any AWS partner looking to build Connect pipeline opportunities, not just Connect partners or those with prior customer launches. Access up to \$50,000 to grow your Amazon Connect business. [Learn more.](#)



# Signature-Benefit Partner Marketing Programs

Accelerate AWS Partner Go-To-Market Success

In  
Person  
Events

*Connect with customers  
face-to-face*

Virtual  
Engagement

*Scale your reach with  
online digital programs*

Digital  
Demand  
Generation

*Amplify your message  
with assets & content*

Pipeline  
Acceleration

*Create and fast track  
sales opportunities*

<https://awspartnerprograms.com/amazon-connect.html>



# In-Person Events



# CXO Roundtables with meeting setting

## DESCRIPTION

Executive-level events designed to connect C-suite prospects with AWS partners through peer-to-peer discussions focused on key business challenges.

Program includes:

- Complete event logistics and coordination
- Event promotion and registration management
- Venue and catering
- Target account research and data build
- Multi-channel follow-up (phone, email, LinkedIn)
- Calendar holds and pre-event confirmations

## KEY OBJECTIVE/OUTCOME

15 attendees, 35 registrations, and 4 scheduled sales meetings

## CAMPAIGN COMPONENTS

High-end C level audience event promotion, venue & catering, data build, and meeting setting

## COST TO PARTNER

\$18,250 (MDF eligible)

## PARTNER SLOTS AVAILABLE

9

## PARTNER PROVIDES

Content, speakers, registration promotion support

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

Submit nominations: [Amazon Connect](#)



# Virtual Engagement Programs



# Virtual Events

## DESCRIPTION

Hour-long sessions on topics relevant to your prospects, featuring diverse perspectives from industry specialists, customer brands, and keynote speakers to create a well-rounded point of view.

Program includes:

- Event platform setup and integrations
- Target account database build and marketing assets
- Multi-channel outreach (email, phone, LinkedIn)
- Virtual event hosting and technical management
- Weekly reporting

## KEY OBJECTIVE/OUTCOME

60 registrations (MQLs), 25+ attendees

## CAMPAIGN COMPONENTS

Virtual session with multi-channel promotion, database build, and full event management

## COST TO PARTNER

\$16,000 (50% MDF eligible)

## PARTNER SLOTS AVAILABLE

4

## PARTNER PROVIDES

Content, speakers (speaker costs optional)

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

Submit nominations: [Amazon Connect](#)



# Digital Demand Gen & Content Marketing



# Waterfall Full Funnel Campaign

## DESCRIPTION

Comprehensive multi-touch campaign that delivers leads at every stage of the customer journey, from initial awareness through sales-ready prospects.

Multi-touch leads delivered:

- Touch 1 – 115 MALs (single asset engagement)
- Touch 2 – 68 MQLs (2-touch engagement)
- Touch 3 – 34 BANT (2-touch engagement + BANT qualification)
- Touch 4 – 11 Sales Ready Leads (SRL) (2-touch engagement + BANT qualification + call confirmation + detail needs captured + consent to partner contact)

## KEY OBJECTIVE/OUTCOME

228 total leads across all funnel stages with detailed engagement data

## CAMPAIGN COMPONENTS

Target audience, BANT questions, outreach strategy through phone, email and LinkedIn

## COST TO PARTNER

\$15,000 (50% MDF eligible)

## PARTNER SLOTS AVAILABLE

6

## PARTNER PROVIDES

2-3 assets aligned to AWS use cases

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

Submit nominations: [Amazon Connect](#)



# Pipeline Acceleration



# ABM Lite & Pipeline Accelerator Campaign

## DESCRIPTION

Highly personalized account-based marketing campaign creating custom landing pages and multi-channel outreach to drive sales-qualified meetings with high-value prospects.

Program includes:

- 15 hyper-personalized landing pages
- 30 light-touch personalized pages
- 1 general landing page
- Multi-channel outreach (phone, email, LinkedIn)
- Meeting scheduling and coordination
- Meeting briefing notes and attendance support
- Post-meeting debrief and AWS portal upload

*\* This is a 6 month campaign with dedicated follow-up to schedule meetings.*

## KEY OBJECTIVE/OUTCOME

10 sales-qualified meetings

## CAMPAIGN COMPONENTS

15 hyper personalized, 30 light touch, 1 landing page, phone, email and LinkedIn out reach.

## COST TO PARTNER

\$22,750 (50% MDF eligible)

## PARTNER SLOTS AVAILABLE

4

## PARTNER PROVIDES

1-2 assets, target account list (optional), sales follow-up

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

Submit nominations: [Amazon Connect](#)



# Telemarketing BANT Campaign

## DESCRIPTION

Professional telemarketing outreach delivering BANT-qualified leads ready for partner follow-up and meeting scheduling.

Program includes:

- SDR team calling through intent data within your ICP
- BANT qualification via phone
- Validated email and phone numbers for all leads
- Partner-ready email notifications upon lead delivery

## KEY OBJECTIVE/OUTCOME

60 BANT-qualified telemarketing leads

## CAMPAIGN COMPONENTS

Telemarketing leads ready to schedule meetings

## COST TO PARTNER

\$15,000 (50% MDF eligible)

## PARTNER SLOTS AVAILABLE

5

## PARTNER PROVIDES

Target account list (optional), commitment to contact leads within 24 hours

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

Submit nominations: [Amazon Connect](#)



# Telemarketing BANT Campaign with Direct Mail

## DESCRIPTION

Professional telemarketing outreach delivering BANT-qualified leads ready for partner follow-up and meeting scheduling.

Program includes:

- SDR team calling through intent data within your ICP
- BANT qualification via phone
- Validated email and phone numbers for all leads
- Partner-ready email notifications upon lead delivery
- Direct mail survey sends with coordinated meeting request CTA

## KEY OBJECTIVE/OUTCOME

40 BANT-qualified telemarketing leads + 400 direct mail

## CAMPAIGN COMPONENTS

Telemarketing leads ready to schedule meetings, direct mail survey with meeting request CTA

## COST TO PARTNER

\$15,000 (50% MDF eligible)

## PARTNER SLOTS AVAILABLE

5

## PARTNER PROVIDES

Target account list (optional), commitment to contact leads within 24 hours

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

Submit nominations: [Amazon Connect](#)





# Thank you!

Questions? [Contact us](#)

