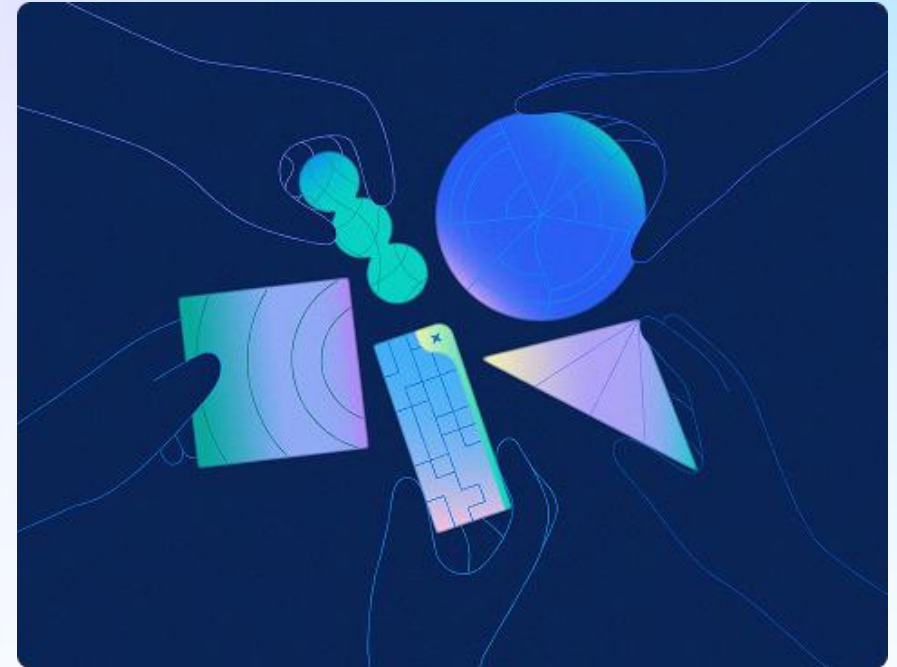




AWS PARTNER MARKETING

# Global Partner Marketing Programs



# Introduction

Accelerate your pipeline growth with proven marketing programs

AWS 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

**Program Focus Areas: AI | Data & Analytics | Migration & Modernization | Amazon Connect**



# Qualification Criteria

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

AWS SPECIALIZATION	ACE ELIGIBILITY	FUNDING	RESULTS
<p>Eligible Competencies and/or SRP/SDP:</p> <ul style="list-style-type: none"><li>AI</li><li>Containers</li><li>Data &amp; Analytics</li><li>DevOps</li><li>Migration &amp; Modernization</li><li>Amazon Connect</li><li>AWS Graviton</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>



# 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/>



# 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

24

## PARTNER PROVIDES

Content, speakers, registration promotion support

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

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



# Virtual Engagement Programs



# 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](#)



# 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

6

## PARTNER PROVIDES

Content, speakers (speaker costs optional)

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

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

25

## PARTNER PROVIDES

2-3 assets aligned to AWS use cases

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

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



# Interactive Content Marketing BANT Campaign

## DESCRIPTION

Mid-funnel campaign using interactive content to uncover buyer pain points and needs, delivering BANT-qualified leads with call confirmation.

### Program includes:

- Custom interactive questions with multiple-choice answers
- Dynamic content routing based on buyer responses
- BANT qualification and call confirmation
- Detailed buyer intent data

[Example](#)

KEY OBJECTIVE/OUTCOME	200 BANT-qualified leads with call confirmation and interactive question responses revealing buyer needs
CAMPAIGN COMPONENTS	Two custom questions, Interactive multiple-choice answers directs users to assets based on their needs.
COST TO PARTNER	\$13,500 (50% MDF eligible)
PARTNER SLOTS AVAILABLE	12
PARTNER PROVIDES	1-2 assets, target account list (optional)
AVAILABLE GEOS	Global
HOW TO ENGAGE	Submit nominations: <a href="#">Migration &amp; Modernization</a>

# 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

13

## PARTNER PROVIDES

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

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

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

21

## PARTNER PROVIDES

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

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

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

17

## PARTNER PROVIDES

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

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

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



# Migration & Modernization Exclusive Campaigns



# Migration and Modernization custom content and promotion kit

## DESCRIPTION

This campaign provides an opportunity for Migration and Modernization partners to customize AWS branded ebook along with a social kit for amplification and lead generation activities.



## KEY OBJECTIVE/OUTCOME

Customized AWS ebook, emails and social tiles

## CAMPAIGN COMPONENTS

AWS branded customized ebook, social kit

## COST TO PARTNER

\$3,575 (50% MDF)

## PARTNER SLOTS AVAILABLE

5

## PARTNER PROVIDES

2 customer references, content

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

Submit nominations via [Smartsheet](#)

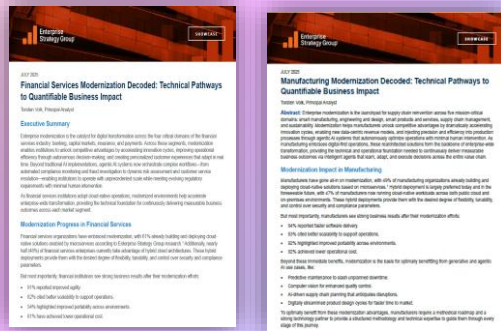


# Accelerate Modernization in Industry

## DESCRIPTION

This campaign provides partners with the opportunity to customize an AWS Analyst brief on the benefits of modernization, specific to an industry. This campaign includes content syndication on digital industry sites that reach the target industry audience.

Industry: HCLS, Manufacturing, FSI



## KEY OBJECTIVE/OUTCOME

AWS and analyst customized industry brief, 300 MALs or 50 confirmed projects

## CAMPAIGN COMPONENTS

Custom industry brief and lead generation

## COST TO PARTNER

\$8,500 (50% MDF eligible)

## PARTNER SLOTS AVAILABLE

12

## PARTNER PROVIDES

200 - 300 word copy, partner needs FSI, Manufacturing or HCLS competency

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

Submit nominations via [Smartsheet](#)





# Thank you!

Questions? [Contact us](#)



# Coming Soon - AI Roadmap Industry Series Half-Day Executive Event

## DESCRIPTION

High-touch, in-person events featuring peer-to-peer discussions and keynote speakers to attract senior prospects around key business challenges. Larger-scale format driving more registrations, attendance, and conversations than standard roundtable events.

Program includes:

- Event theme development and speaker sourcing
- Venue selection and catering
- Marketing asset creation and landing pages
- Multi-channel outreach
- Pre-event confirmation calling
- On-site event management
- Post-event follow-up with all attendees

## KEY OBJECTIVE/OUTCOME

100 MQLs, 50+ attendees, and 4-5 sales qualified meetings/partner

## CAMPAIGN COMPONENTS

Senior level target audience, moderator, project plan and scheduled meetings

## COST TO PARTNER

TBD; Estimated \$25,000 - \$35,000 ( 50% MDF eligible)

## PARTNER SLOTS AVAILABLE

2-3 partners per event

## PARTNER PROVIDES

Content, speakers, registration promotion support

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

TBD

