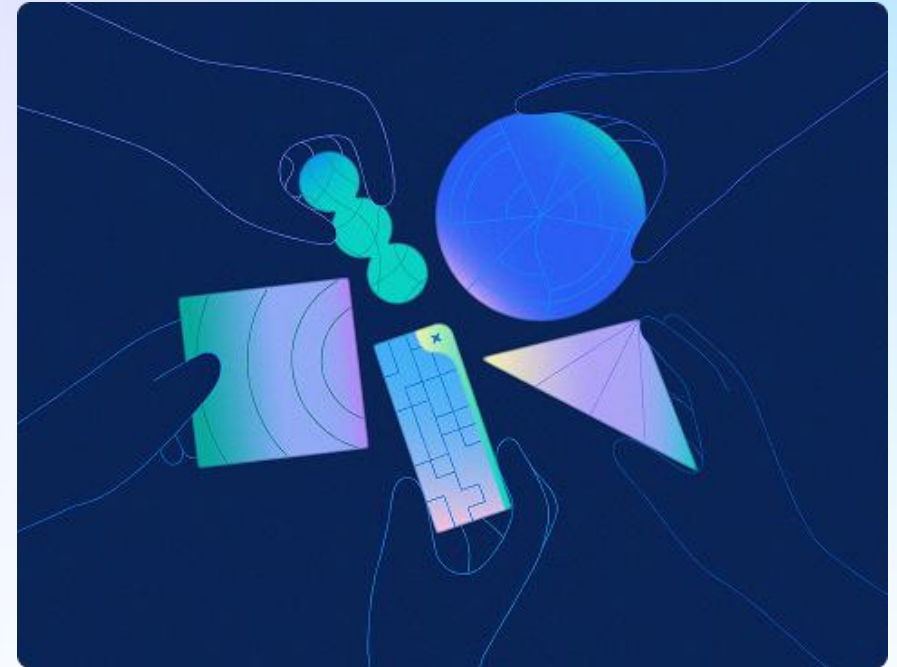




PARTNER MARKETING GLOBAL PROGRAM

Migration & Modernization Global Partner Marketing

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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: Migration workloads, Modernization, Containers/Serverless, and Graviton



Audience and eligibility

AWS Partners must meet the following requirements for participation in the AWS Migration and Modernization co-marketing campaigns.

AWS COMPETENCY	ACE ELIGIBILITY	FUNDING	RESULTS
Membership in one of the following: <ul style="list-style-type: none">MigrationModernizationContainersServerlessDevOpsGraviton	Identify lead catcher Commitment to identify minimum 5 PSQLs per campaign	Receives MDF and able to cover partial funding toward marketing activity	Nurtures leads resulting from AWS-managed campaigns Enters associated opportunities into ACE and tags AWS marketing campaign and service(s) Provide lead followup plan using this template (top funnel) or template (mid/lower funnel) campaigns
*One use case aligned to Migration & Modernization			



Migration & Modernization Global Partner Marketing Program Framework

IN PERSION EVENTS	VIRTUAL ENGAGEMENT PROGRAMS	DIGITAL MARKETING & CONTENT PROGRAMS		PIPELINE ACCELERATION PROGRAMS			
<i>2026 1st half partner marketing plan</i>							
CXO Roundtables w/sale meetings	Webinar, article and 2 touch email nurture	Industry analyst brief and lead gen HCLS, FSI, MFG	AWS customized content and Promotion Kit	ABM lite and Pipeline Acceleration	Multi-touch Waterfall campaign	Interactive Content Marketing BANT questions and call confirmation	Telemarketing Campaign with option w/direct mail
8	6	12	5	5	9	9	13
Migration & Modernization AWS content customize Microsoft Workloads/VMware workloads/Migration and Modernization ebooks							
Partner Ready Campaigns in Marketing Central M&M, Cloud Migrations, Microsoft Workloads							

<https://awspartnerprograms.com/>

In-Person Events



CXO Roundtables with meeting setting

DESCRIPTION

The aim is to create a high touch, in person event that is peer to peer focused, with an interesting keynote, to attract the most senior prospects. The event will be focused around one of the key challenges facing senior leaders.

Program includes:

- All event logistics
- Event promotion and registration
- 4 SQLs
- Venue and catering
- Data build
- Follow up to all event registrations –phone, email, LinkedIn
- Calendar holds sent and confirmation pre-event

KEY OBJECTIVE/OUTCOME

15 attendees, 35 registrations and 4 meetings scheduled

CAMPAIGN COMPONENTS

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

COST TO Partner:

\$18,250 (MDF eligible)

PARTNER SLOTS AVAILABLE:

8

PARTNER PROVIDES

Content, speakers, registration, promotion support

AVAILABLE GEOS:

Global

HOW TO ENGAGE:

Submit nominations via [Smartsheet](#)

Virtual Events



Migration and Modernization Webinar/Article and 2-Touch email nurture

DESCRIPTION

Amplify your modernization story through multiple channels. This comprehensive campaign helps partners showcase their AWS modernization solutions through a custom webinar panel discussion, thought leadership article, and email nurture to post event traction and follow-up.

KEY OBJECTIVE/OUTCOME	200 registrations, on demand webinar, article, Executive summary, polling questions results and open rate email report
CAMPAIGN COMPONENTS	Virtual panel discussion w/moderator, social promotion and landing page, written article, and 2-touch lead nurture program
COST TO Partner:	\$14,000 (50% MDF eligible)
PARTNER SLOTS AVAILABLE:	6
PARTNER PROVIDES	Content, speakers
AVAILABLE GEOS:	Global
HOW TO ENGAGE:	Submit nominations via Smartsheet



Digital Demand Gen & Content Marketing



Modernization Water Fall Full Funnel Campaign

DESCRIPTION

Full funnel multi-touch outreach campaign that drive leads through out the customer journey. This campaign captures prospects in each stage of the customer journey with multiple assets. Leads are delivered based on the lead stage and buyer readiness with engagement data.

Multi-touch leads delivered to partners:

- Touch 1 – 115 MALs (single asset content syndication)
- Touch 2 – 68 MQLs (2-touch content syndication)
- Touch 3- 34 BANT (2-touch content syndication + BANT qualified)
- Touch 4– 11 Sales Ready Leads (SRL) (2-touch content syndication + BANT qualified + Call Confirmation + “need” detail captured + ok to receive a call from an AWS partner)

KEY OBJECTIVE/OUTCOME

Deliver 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:

9

PARTNER PROVIDES

2-3 assets aligned to AWS Migration Modernization use case

AVAILABLE GEOS:

Global

HOW TO ENGAGE:

Submit nominations via [Smartsheet](#)



Interactive Content Marketing BANT questions and call confirmation lead Campaign

DESCRIPTION

As B2B buyers' travel through mid-funnel, most are rarely in the same place at the same time. Action Pack will help you uncover their needs to progress through the buying process.

Uncover which pain points are motivating each buyer *as well as* what next actions they need to take in their buying journey.

[Example: Salesforce](#)

KEY OBJECTIVE/OUTCOME	200 BANT leads, call confirmation leads and buyers' answers to interactive questions
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:	9
PARTNER PROVIDES	1-2 assets, TAL optional
AVAILABLE GEOS:	Global
HOW TO ENGAGE:	Submit nominations via Smartsheet

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](#)



ABM Lite Pipeline Acceleration process & phases

Entourage will take leads provided by AWS Partner team and will generate SQLs in the form of meeting bookings. Entourage creates the landing page template and outreach strategy and manages the booking and confirmation process.

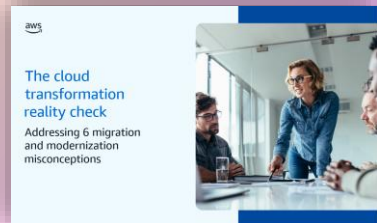
	Phase 1	Phase 2	Phase 3
Description	<ul style="list-style-type: none">This is the kick-off phase where we will put together the overarching topic, timelines, targeting and project plan.	<ul style="list-style-type: none">This is the campaign building phase where we will put together the database, build the landing page and outreach sequences, i.e. getting ready for outreach	<ul style="list-style-type: none">This is the driving registrations phase where we will use the highly personalized approach to drive SQLs.Setting up times for Partner to meet with the prospectCompiling meeting briefing notesAttending the meetingsDe-brief post meetingUploading to the AWS portal with the AWS campaign code
Time	4 weeks	2 -4 weeks	12 – 16 weeks



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](#)

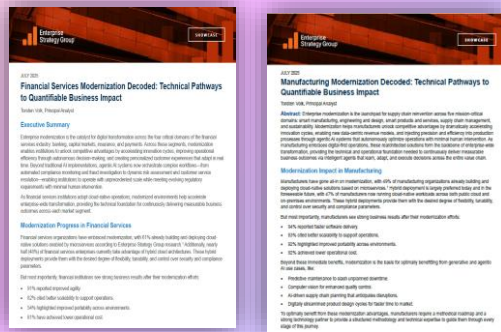


Accelerate Modernization in Industry

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 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](#)



Pipeline Acceleration



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

10

PARTNER PROVIDES

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

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations via [Smartsheet](#)



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

3

PARTNER PROVIDES

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

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations via [Smartsheet](#)



Partner Ready Campaigns



Migration and Modernization Partner Ready Campaigns

Accelerate AWS Partner Go-To-Market Success

Migration and
Modernization

[Link](#) in Partner
Central

VMware

[Link](#) in Partner
Central

AWS for
Microsoft
Workloads

[Link](#) in Partner
Central

Cloud
Migration

Coming soon Q1



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





Thank you!

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Migration & Modernization Partner [Catalog](#)