



Power Up Your Marketing Engine with AWS Partner Marketing Central

Gain more traction with Marketing Central and accelerate your pipeline

Drive **demand** for your offerings with Amazon Web Services (AWS) Partner Marketing Central — a self-service platform available **24/7** to help partners like you:

Increase your sales pipeline by **219%**¹

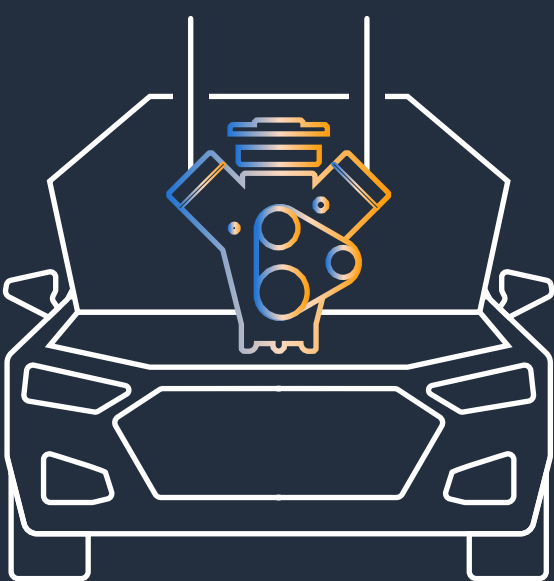
Reduce your time-to-market by **50%**¹

Save **60% time** in campaign creation²

Reduce your asset development cost by **90%**²

Supercharge your marketing efforts with Marketing Academy and Partner Enablement

Assemble knowledge on how to drive interest, awareness, and demand for your AWS offerings with Marketing Academy & Partner Enablement. Learn how to market your AWS offerings with complimentary, just-in-time, self-service trainings and stay up-to-date on the latest AWS enablement programs and activities.



7+ on-demand e-learning courses

Digital engagement trainings and webinars

Educational library of resources

Team up for full-service marketing support with Agency Connect

Engage with AWS-preferred agencies for marketing support and assistance on your AWS co-marketing campaigns. Agency Connect offers MDF-eligible services at pre-negotiated rates with agencies across geographies.



25+

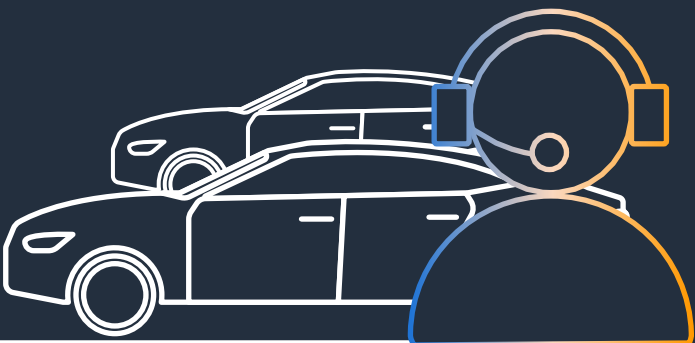
AWS-preferred agencies

10+

agency service offering types

Get one-on-one guidance with Marketing Concierge

Connect with a virtual Partner Marketing Manager (vPMM) for personalized marketing support tailored to your unique business needs. Execute integrated campaigns and exceed your goals with the help of GTM experts.



50+

vPMMs providing support

5

Geos (NAMER, LATAM, EMEA, APJ, GCR)

1,700+

AWS Partners onboarded and enabled by vPMMs, globally³

Speed up your time-to-market with Partner Ready Campaigns (PRC)

Launch campaigns with customizable content and branding that ignite demand and help you grow your marketing pipeline. Leverage ready-to-use content with AWS-approved messaging and track campaign performance directly on Marketing Central.

100+

campaigns, covering 5 partner types

3+

market segments

7+

asset templates, per campaign

10+

localized languages

20+

solution and industry-focused topics



Rev up your marketing engine with **Marketing Central**

Fast-track your success with **Marketing Central Interactive Guide**



¹ Success story: [Anchor Systems Pty Ltd.](#)

² Success story: [Forte Cloud](#)

³ During FY 2022