



Accelerate Your SMB Demand Generation Efforts with Customizable Campaigns

Whether your customers begin by moving, storing and securing their data; enabling their workforce to work from anywhere; building simple websites and apps; gaining new business intelligence; or finding new ways to serve their customers, Amazon Web Services (AWS) helps you quickly unlock new possibilities for your small and medium business (SMB) customers.

These are some KEY use cases that interest SMB customers the most:

1. Real savings that they can see and measure
2. Capacity and scalability when they need it
3. A high level of cloud security
4. Built-in reliability and resiliency
5. Support through best-in-class partners, programs, and training
6. A broad, deep, and constantly growing set of capabilities
7. Innovation that accelerates growth



Drive brand awareness and thought leadership



Increase your audience acquisition



Accelerate lead generation

3 Ways to Customize Your Campaign

With the support of AWS Partner Marketing Central and an AWS-preferred agency, you can create your own customized campaigns to generate demand with your SMB customers.



1 Generate Awareness and Interest with Pre-built Marketing Campaigns

Generate demand and build a pipeline of prospects using customizable and easy-to-use SMB Partner Ready Campaigns (PRC). Each PRC includes a toolkit of pre-built assets that you can edit directly on AWS Partner Marketing Central (AMC) to help you promote your offerings to your customers.

SMB campaigns available now include:

- **Migrate to Cloud**
Plan and support customer migrations.
- **Secure Your Business**
Enable your customers to securely run their business on AWS.
- **Store and Protect Data**
Provide customer value through cloud storage and backup capabilities on AWS.
- **Work Securely from Anywhere**
Guide customers' seamless transition to remote work models.
- **Build Websites and Simple Apps**
Help customers create a differentiated presence online, and quickly.
- **Gain Insights with Analytics**
Show customers how cloud analytics can enhance their business.
- **Serve Customers Throughout Their Lifecycle**
Provide scalable and affordable customer engagement to boost loyalty.



2 Drive Awareness and Brand Recognition with Banner Ads

Grab your prospects' attention and expand brand awareness by launching a tailored banner ad campaign. Banner ads push visitors towards your campaign landing pages, and generate click-throughs, purchases, and leads – all activities that can grow your business.



3 Accelerate Demand Generation with a Trusted Marketing Agency

Scale your AWS joint marketing efforts through pre-negotiated service offers with an AWS-preferred marketing agency. Agencies support the creation and execution of partner led co-marketing campaigns, many of which include MDF-eligible activities.

Offerings include:

- Creation or expansion of a target account list
- Banner creation
- Display audience extension
- Landing page and demand gen email creation
- Content syndication leads
- Social campaigns
- Nurture campaigns

Expand your SMB customer reach with self-serve Marketing Central resources, available to you 24/7, at no cost.

To get started:

1. Log in to [AWS Partner Central](#)
2. Click the Marketing tab
3. Click Marketing Central

Need help? Connect with your vPMM team through Marketing Concierge Service.