



# Marketing Concierge: Execute your marketing plan with concierge-level support

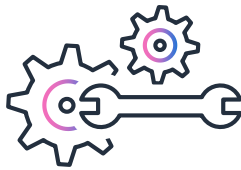
## Build and launch a marketing plan for your AWS offerings

The Marketing Concierge Service provides dedicated marketing support to help AWS Partners generate demand for their products, solutions, and services through integrated marketing activities.

The program connects you with Virtual Partner Marketing Managers (vPMMs) that provide personalized guidance to help you:



Learn how to leverage a comprehensive suite of marketing tools



Get marketing support tailored to your unique business needs



Execute integrated campaigns, with the help of GTM experts



Expedite your time-to-market and exceed your goals

## Accelerate your GTM success

Marketing Concierge provides two engagement models, each offering different levels of vPMM support.

### ONBOARD & ENABLEMENT SUPPORT

**Eligibility:** Approved AWS Partners

- Provides a walkthrough of Marketing Central platform
- Familiarizes you with resources available to market with AWS
- Provides an understanding of Marketing Programs like ACE and APFP
- Demonstrates how to customize and launch marketing campaigns from Marketing Central, including emails and social posts

### DEMAND GENERATION SUPPORT

**Eligibility:** AWS Partners with MDF availability

- Dedicated vPMM helps to develop and execute a joint marketing plan
- Provides guidance in choosing marketing activities that support business goals
- Consults on where to utilize MDF to drive the best return on investment
- Helps select an AWS-trained marketing agency to support execution
- Guides in submission of opportunities in ACE

# Utilize the support of vPMMs

Benefit from dedicated, concierge-level service to support your marketing plan by working with a vPMM.

	Onboarding	Activation	Execution	Tracking Wrap-up
Onboard & Enablement Support Eligibility: Approved AWS Partners	<ul style="list-style-type: none"><li>• Introduction to the vPMMs</li><li>• Walk-through Marketing Central</li><li>• Gain an understanding of Marketing Programs like APN Customer Engagements (ACE) and MDF</li></ul>	Show you how to execute your marketing campaign		
Demand Generation Support Eligibility: MDF availability	Leverage available marketing tools	Build a marketing plan	Choose marketing activities that help you to execute against your marketing plan	Measure your success

## Take your marketing to the next level

vPMMs can help you leverage key marketing programs to increase your marketing effectiveness.



### Marketing Central

Access trainings, resources, and support that enable you to quickly launch customizable campaigns.

- Marketing Academy
- Partner Ready Campaigns
- Agency Connect



### APN Customer Engagements (ACE)

The vPMM can guide you on how to use ACE as your pipeline and customer engagements management tool on AWS:

- Get started with ACE.
- Manage opportunities.



### AWS Partner Funding Portal (APFP)

Generate awareness and build pipeline with Marketing Development Funds (MDF). Upon completion of eligible marketing activities, AWS will co-invest up to 50% of the cost. List of eligible activities is available in the AWS Partner Funding Portal (APFP).



For more information, reach out to your Partner Development Manager.



Familiarize yourself with [Marketing Central](#) tools and resources.