

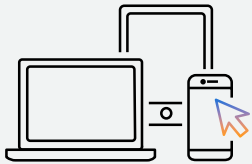


# AWS Partner Marketing Central

Accelerate your marketing success

## Leverage resources to help you generate demand for your AWS offerings

Marketing Central is a self-service 'always-on' marketing platform, that offers a variety of marketing tools and resources to enable you to build your go-to-market strategy, differentiate your brand, expand customer reach, and drive demand for your AWS offerings.



### Partner Ready Campaigns

#### Launch pre-approved, customizable marketing campaigns

Access customizable campaigns to build awareness and drive demand for your products, solutions, and services built on AWS. Partner Ready campaigns include emails, landing pages, solution brief, case study template, copy blocks, banner ads, social media kit, and a campaign execution guide.

[View available campaigns >](#)



### Marketing Concierge

#### Navigate marketing tools and resources with support

Request to work with a virtual Partner Marketing Manager (vPMM) who will provide assistance with onboarding, enablement, campaign development, Marketing Development Fund (MDF) utilization, and creation of joint marketing plans.

[Meet your vPMM >](#)

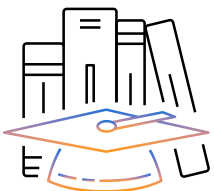


### Agency Connect

#### Optimize your marketing efforts and build pipeline

Leverage regional AWS-preferred agencies with channel expertise to deliver high-quality demand generation services, many of which are MDF-eligible.

[Find an agency >](#)



### Marketing Academy

#### Learn how to market your AWS offerings

Get empowered by accessing digital curriculum and a learning library of assets to train on how to market with AWS.

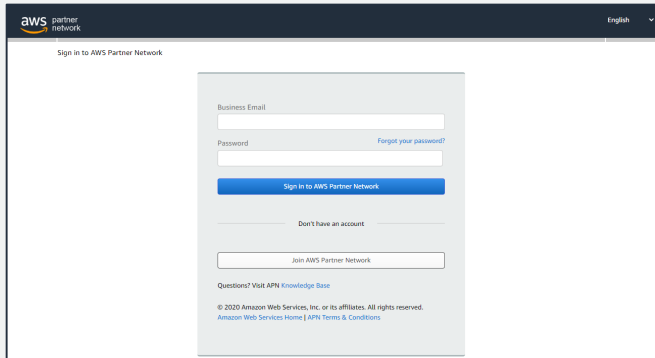
[View course topics >](#)



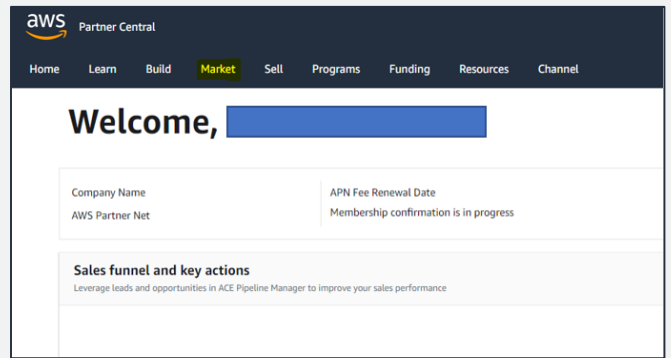
# How to access Marketing Central

Marketing Central is a benefit available to you upon meeting the minimum validation criteria for the specific AWS Partner Paths your organization is enrolled in, starting at Confirmed+ Partner Path stage.

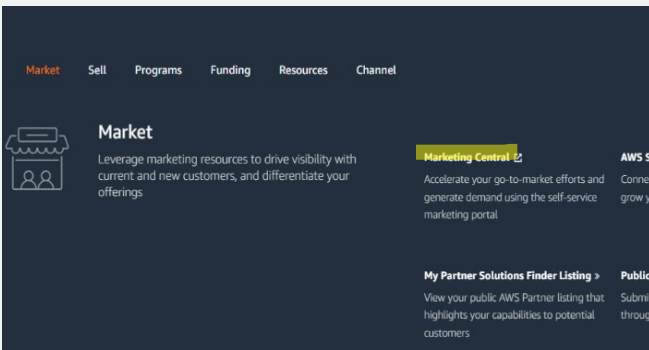
## Step 1 Log into [AWS Partner Central](#)



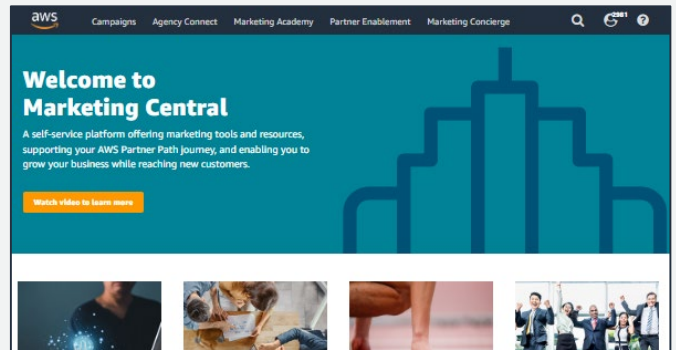
## Step 2 Navigate to the 'Market' tab\*



## Step 3 Click on 'Marketing Central'



## Step 4 Click on your desired service



\*If you do not have access to the 'Market' tab, please work with your Alliance Lead for 'Marketing' role assignment.

## Get started today!



Familiarize yourself with Marketing Central through the '[Onboarding Plan](#)', accessible through Marketing Central homepage



Watch [this video](#) to learn more about Marketing Central



Access '[Frequently used links](#)', on Marketing Central homepage, for guidance on AWS marketing toolkit, ACE, MDF, and other AWS Program information



Download '[Marketing Central Partner Guide](#)' for more information on the resources available to you and how you can leverage them



[Watch AWS Partner Marketing Central Success Stories here](#)