



Partner Ready Campaigns: Build Awareness and Drive Demand with Ready-to-Use Marketing Campaigns

Benefits of executing Partner Ready Campaigns

Partner Ready Campaigns (PRCs) are ready-to use, customizable marketing campaigns with Amazon Web Services (AWS)-approved messaging available to AWS Partners on Marketing Central, beginning at Confirmed+ partner path stage. With PRCs, you can:



Leverage pre-built templates

Accelerate time-to-market by leveraging pre-built campaign templates



Simplify execution

Launch campaigns from within Marketing Central



Customize content

Personalize assets to include your unique value proposition and branding



Accelerate pipeline

Track campaign performance via reporting dashboards

Launch pre-approved, customizable marketing campaigns in minutes

Access 150+ PRCs, focused on 20+ solution and industry-focused topics. Generate high-quality, relevant content that targets different customer audiences and is available in 10+ localized languages.

150+ campaigns, covering 5 partner paths

- Service Partners
- Software Partners
- Hardware Partners
- Training Partners
- Distribution Partners

3+ customer audiences

- Enterprise
- Small and Medium Business (SMB)
- Independent Software Vendors (ISV)

7+ asset templates, per campaign

- Emails
- Landing pages
- Solution brief
- Case study
- Banner ads
- Social media kit
- Copy blocks
- Campaign guide

20+ solution and industry-focused topics

- Migration
- Machine Learning
- Contact Center
- Security
- Storage
- Data & Analytics
- Industrial Software/Manufacturing
- Media & Entertainment
- Retail & CPG
- Healthcare & Life Sciences
- Financial Services

10+ localized languages

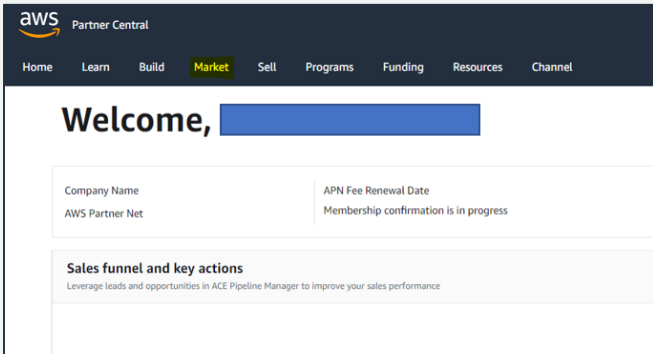
- Brazilian Portuguese
- LATAM Spanish
- Canadian French
- German
- Spanish
- Italian
- French
- Japanese
- Korean
- Simplified Chinese
- Thai
- Bahasa Indonesia



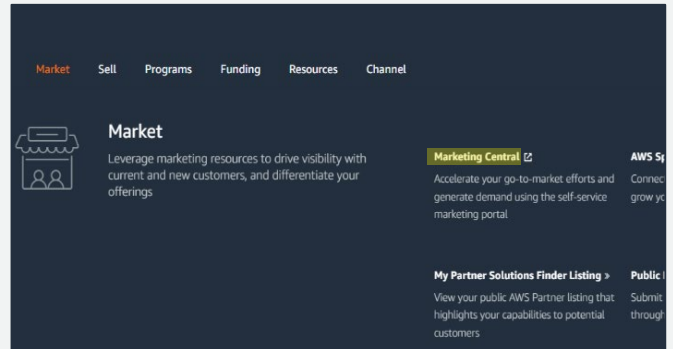
How to access Partner Ready Campaigns on Marketing Central

AWS Partners at the Confirmed+ stage can leverage PRC copy blocks and social media content. AWS Partners at the Validated+ stage who have earned an AWS Partner badge can leverage all PRC asset templates.

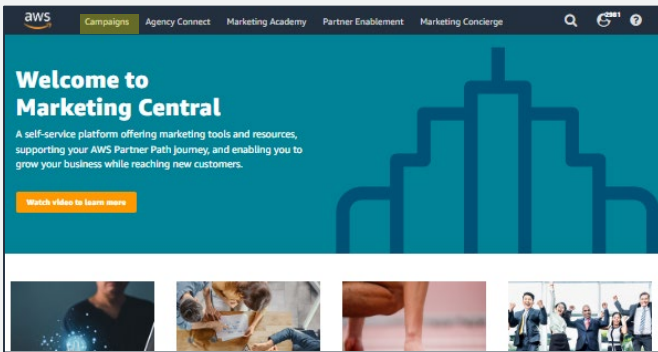
Step 1 Log into [AWS Partner Central](#) and select the 'Market' tab



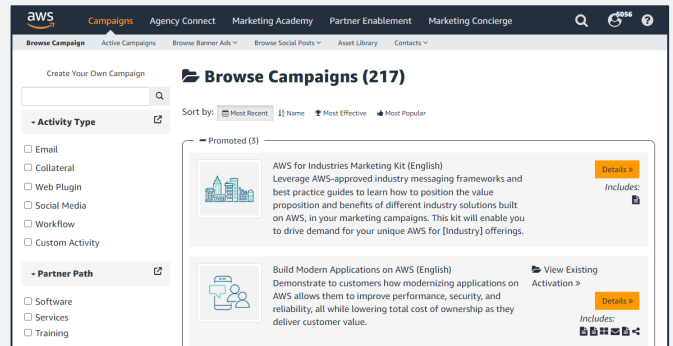
Step 2 Click 'Marketing Central'



Step 3 Navigate to 'Campaigns'



Step 4 Browse PRCs aligned to your specific needs



Get started today!



Watch [this video](#) to learn more about Partner Ready Campaigns



Take the "[Guided Tour: Activating a Campaign](#)" under the Onboarding Plan on Marketing Central homepage



Reach out to your PDM or your vPMM to get started on building and launching your campaign from Marketing Central, automation platform powered by ZiftONE Solutions

“By using the campaign assets from Marketing Central, we saw **60% time savings** in campaign creation and **90% cost reduction** as compared to before using this service.”

- Forte Cloud



Learn more about Marketing Central and Partner Ready Campaigns, [here](#)