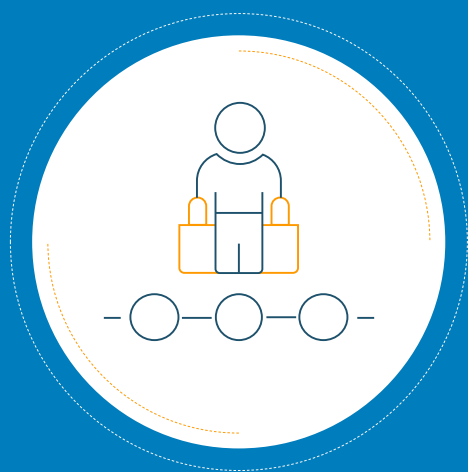


AWS Marketplace Seller GTM Academy



Step-by-step **Seller Messaging, Campaign Development, Performance Measurement** guidance, exercise frameworks, and templates.

How to use this guide

Each section contains guidance, examples, exercises, resources, and templates. The color codes align to the following content categories:

- **Guidance** – Why this matters and how it aligns to your GTM campaign.
- **Illustrative examples** – How this manifests in a realistic simulation.
- **Exercises** – Build your version with prescriptive questions and guidance.
- **Additional resources** – Inform and refine your GTM materials with deeper insights.
- **Templates** – Get started with prescriptive templates.

Navigate to examples, exercises, resources, and templates using the following buttons:

Go to example

Go to exercise

Additional resources

Go to template

AWS Marketplace Seller GTM Academy

AWS Marketplace Seller Go-To-Market (GTM) Academy provides step-by-step guidance, exercise frameworks, and templates to help you develop customer messaging, architect GTM campaigns, and measure GTM campaign performance.

As a seller or reseller in AWS Marketplace, it's important for you to create a connection with buyers. This engagement starts with compelling messaging that positions your offering in a relevant, credible, and consistent manner.

Once the messaging is defined, you'll align it to buyer-facing GTM materials including website landing pages, solution briefs, and thought leadership content such as whitepapers and e-books.

From there, you will start to design, build, and execute GTM campaigns. The Seller GTM Academy includes campaign strategy guidance, campaign blueprints, and best practices to help you with the development of campaign assets.

The Seller GTM Academy also includes key performance indicators (KPI) and guidance for gaining GTM campaign performance insights. By adopting the right tools, processes, and practices, you can ensure visibility on campaign results, funnel metrics, and marketing return-on-investment (ROI).

Download a quick reference booklet for more information on each module.

[Download Quick Reference Booklet](#)

AWS Marketplace Seller GTM Academy

Follow the first four modules in the AWS Marketplace Seller GTM Academy to build and execute GTM campaigns and generate demand for your offerings in AWS Marketplace. Review Consulting Partner and ISV sales enablement materials in modules five and six.

Module 1:

Create your messaging using the [Messaging Development module](#)



Module 2:

Thread messages into marketing assets using the [Asset Development module](#)



Module 3:

Build your campaign using the [Campaign Development module](#)



Module 4:

Measure campaign performance using the [Performance Management module](#)



Module 5:

Create campaigns with specific Consulting Partner messaging and role-based readiness content in the [Consulting Partners module](#)



Module 6:

Enable your team to sell your offers in AWS Marketplace and co-sell with AWS field sales team using the [ISV Sales Enablement module](#)



AWS Marketplace Consulting Partners – If you are a Consulting Partner authorized to resell solutions in AWS Marketplace, you can use the AWS Marketplace Seller GTM Academy to create GTM campaigns. Modules 1-4 provide valuable information on how to create messaging, assets, and campaigns. Module 5 provides you with Consulting Partner-specific guidance, templates, and enablement content.

Prospective Consulting Partners – If you are interested in reselling solutions in AWS Marketplace, [click here](#) to get started.

Please note: The Academy refers to Independent Software Vendors as “Sellers” in Modules 1-4 and as “ISVs” in Modules 5 and 6 due to the addition of Consulting Partners.

Download Quick Reference Booklet

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Module 1: Messaging Development

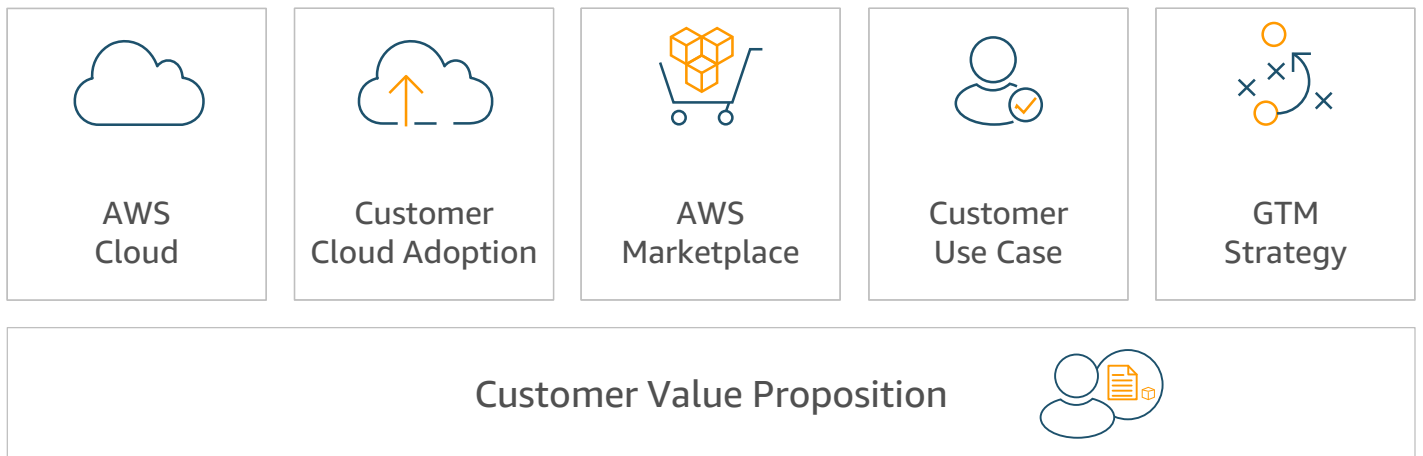
Messaging Development Overview

Position your solution in a credible, relevant, and consistent manner to prospective buyers by creating messaging that:

- Aligns to customer cloud adoption and use cases, speaks to customer challenges, and communicates clear differentiation of your offering.
- Validates your market position through customer evidence and proof points.
- Showcases AWS Marketplace benefits that enhance customer value.
- Positions your offering to Consulting Partners when pursuing joint opportunities.

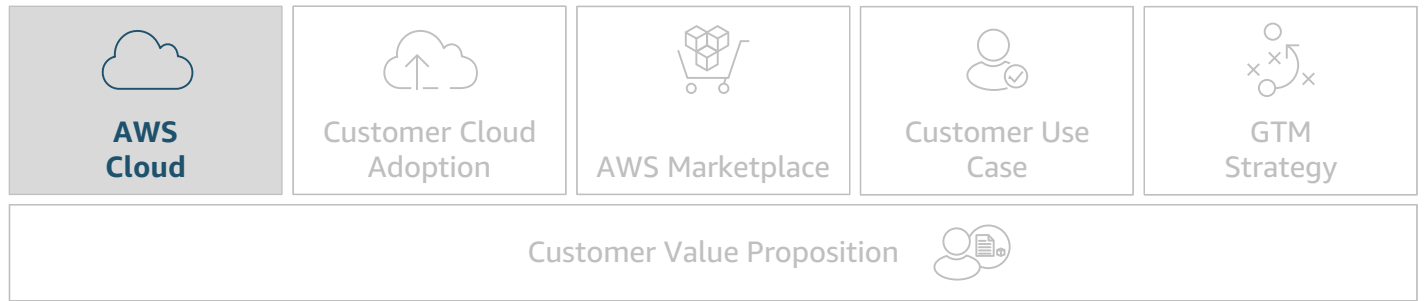
Messaging essentials

In order to create a connection with your buyers and create comprehensive customer value propositions, you must first understand these fundamental areas that will inform your positioning:



Messaging Essentials: Cloud Computing with AWS

MESSAGING DEVELOPMENT



Amazon Web Services (AWS) is a secure cloud services platform, offering compute power, database storage, content delivery, and other functionality to help businesses scale and grow. Millions of customers are currently leveraging AWS Cloud products and solutions to build sophisticated applications with increased flexibility, scalability, and reliability.

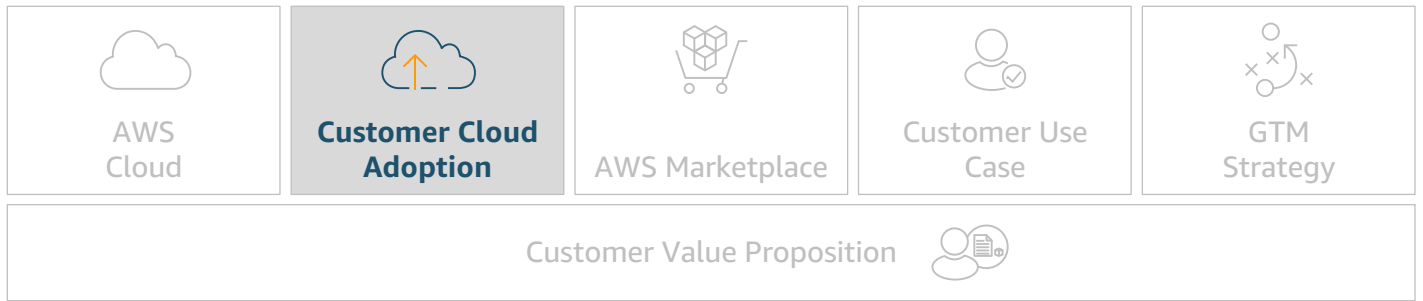
AWS provides:

- A platform for virtually every use case.
- Deep features with more added on a regular basis.
- Infrastructure recognized as more secure than on-premises.
- Services that enable deep visibility into compliance and governance.

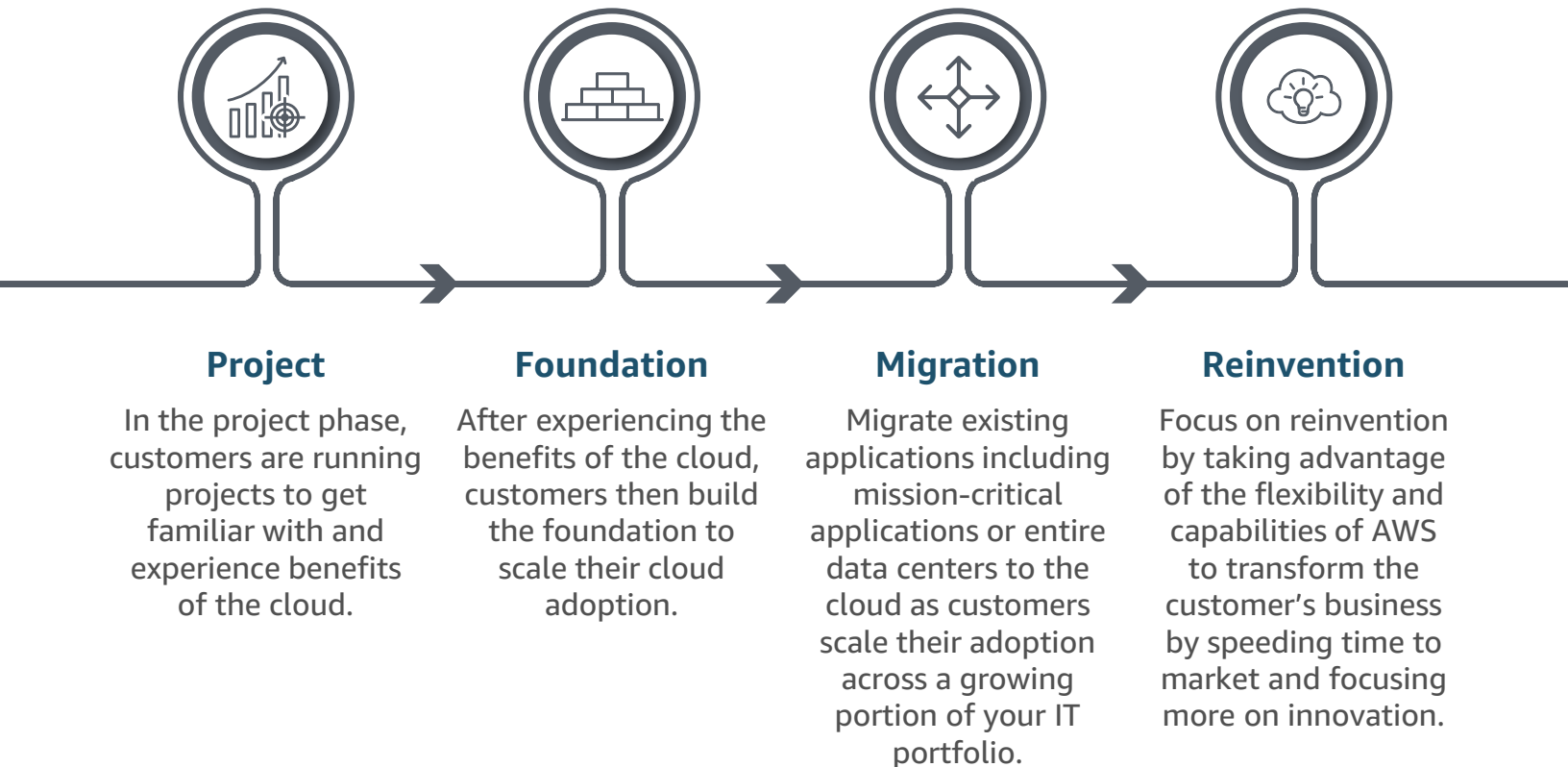
Additional AWS resources

Messaging Essentials: Cloud Adoption

MESSAGING DEVELOPMENT



The path to [cloud adoption](#) is unique for every enterprise. Understanding your customers' cloud adoption stage helps you create specific value statements mapped to the their cloud journey.



Project

In the project phase, customers are running projects to get familiar with and experience benefits of the cloud.

Foundation

After experiencing the benefits of the cloud, customers then build the foundation to scale their cloud adoption.

Migration

Migrate existing applications including mission-critical applications or entire data centers to the cloud as customers scale their adoption across a growing portion of your IT portfolio.

Reinvention

Focus on reinvention by taking advantage of the flexibility and capabilities of AWS to transform the customer's business by speeding time to market and focusing more on innovation.

Download the [Cloud adoption framework whitepaper](#) to learn more about how to accelerate successful cloud adoption.

Additional cloud adoption resources

Messaging Essentials: AWS Marketplace

MESSAGING DEVELOPMENT

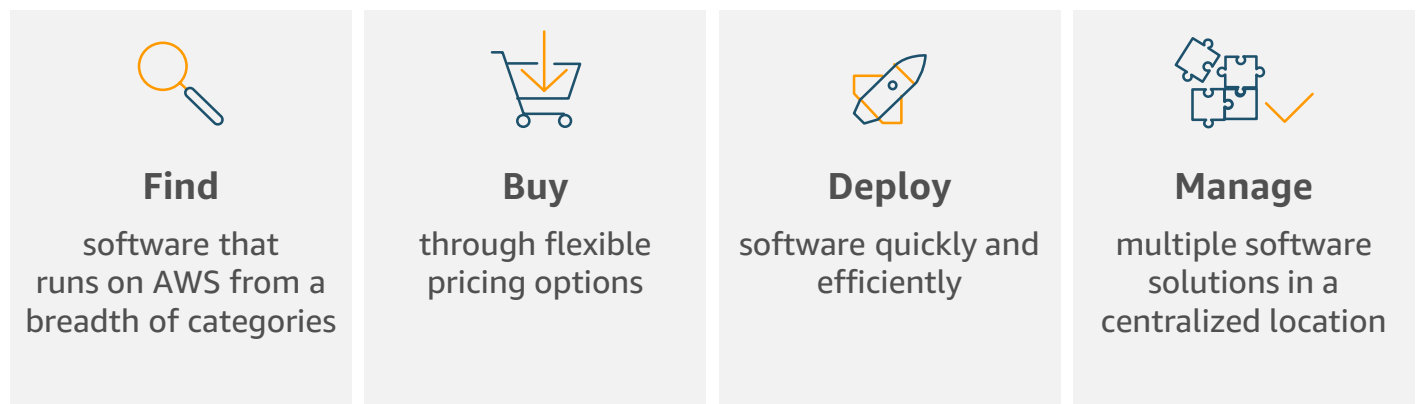


AWS Marketplace

AWS Marketplace provides customers value throughout the software lifecycle. Integrating AWS Marketplace value statements will enhance the positioning statements of your offering.

Value Statement

AWS Marketplace provides a new sales channel for ISVs and Consulting Partners to sell their solutions to AWS customers. With thousands of software listings, it is a curated digital catalog that simplifies software provisioning and makes it easy for customers to find, buy, deploy, and manage software solutions in a matter of minutes.



Additional AWS marketplace resources

Messaging Essentials: AWS Marketplace

MESSAGING DEVELOPMENT



Speed, flexibility, and control make AWS Marketplace ideal for buyers

Selection, speed, and agility



AWS Marketplace offers buyers an extensive selection of rigorously tested and validated solutions as well as options like one-click deployment to quickly procure and use products from thousands of software sellers.

Benefits include:

- Simplified purchase
- Extensive selection
- Reliable solutions
- Multiple deployment options

Flexible pricing and terms



Software sellers in AWS Marketplace offer pricing options that give buyers the flexibility to test software, pay as you go, negotiate custom terms, and save money with long term commitments.

Benefits include:

- Flexible pricing models
- Free trials
- Consolidated billing
- Custom terms

Control and governance



AWS Marketplace empowers buyers to centralize governance, innovate quickly, and launch software products helping ensure they align with a buyer's policies and compliance requirements.

Benefits include:

- Budget and cost controls
- Curated custom catalog
- Standardized license terms
- Procurement system integration

Messaging Essentials: AWS Marketplace

MESSAGING DEVELOPMENT



Software procurement made easy

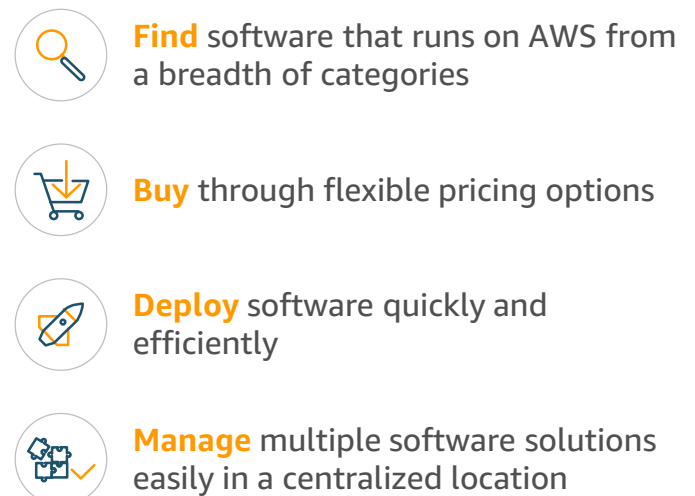
Organizations need software that will help them as they grow and innovate. Unfortunately, the software procurement process is often too lengthy and complex—affecting everyone in the organization.

That is time business leaders don't have as they are driving success. AWS Marketplace cuts through the complexity and simplifies, streamlines, and shortens this process.

Traditional Model

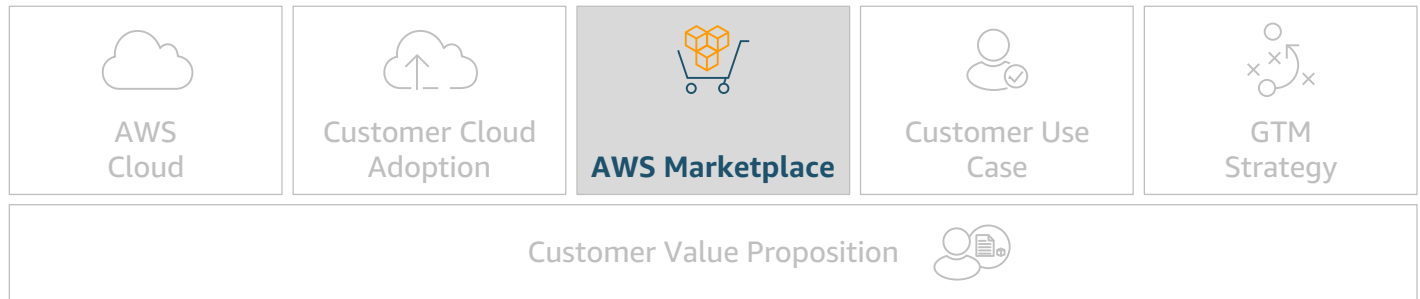


AWS Marketplace Model



Messaging Essentials: AWS Marketplace

MESSAGING DEVELOPMENT



Software procurement made easy

AWS Marketplace empowers organizations to accelerate innovation by enabling cloud users to rapidly and securely deploy software while reducing Total Cost of Ownership (TCO) and improving operational oversight.

As an example, a company looking for a new solution in AWS Marketplace has access to thousands of reliable, verified options. Once they choose a vetted option, they can easily customize terms and pricing, speed through standardized contracts, and deploy with a few clicks. From there, they can access additional tools and features to manage solutions in one, consolidated location.

It's crucial for organizations to consider the procurement process early when making decisions about software, and AWS Marketplace makes it a priority. By integrating procurement early when thinking about new software, organizations can simplify and streamline the process which saves time and money. When procuring through AWS Marketplace, buyers can:

- Compare options and read reviews to quickly find the best software.
- Facilitate innovation and faster time to market.
- Protect IT budgets by delivering cost-effective and flexible solutions to users.
- Streamline the procurement process while maintaining compliance, asset management, and governance.

Messaging Essentials: AWS Marketplace

MESSAGING DEVELOPMENT



AWS Marketplace provides flexible pricing and contract models

Buyers have the flexibility to strategically step into commitments and pay for what they need when they need it.



Free Trial

Customers can get started quickly with no commitment. Sellers can increase conversion from evaluation to production workloads in one click.



Hourly

Customers pay for software and compute capacity by the hour with no long-term commitments. Sellers can maximize customer usage with flexible consumption.



Monthly

Customers can transition to larger and longer-term usage for a lower, fixed cost compared to hourly pricing. Sellers can quickly capture project-level commitments with monthly subscriptions.



Annual

Ideal for customers with continuous workloads, enabling them to save up to 40% versus the same product hourly. Sellers can win, transition, and renew customers to long-term, up-front commitments.



Bring Your Own License

Customers can migrate their software to AWS and use it by leveraging existing product licenses. Sellers can encourage existing customers to continue using their software on AWS.



Seller Private Offers

Customers can request custom pricing from the Seller, which is fulfilled in AWS Marketplace. Sellers can meet the procurement demands of large and highly-demanding customers.

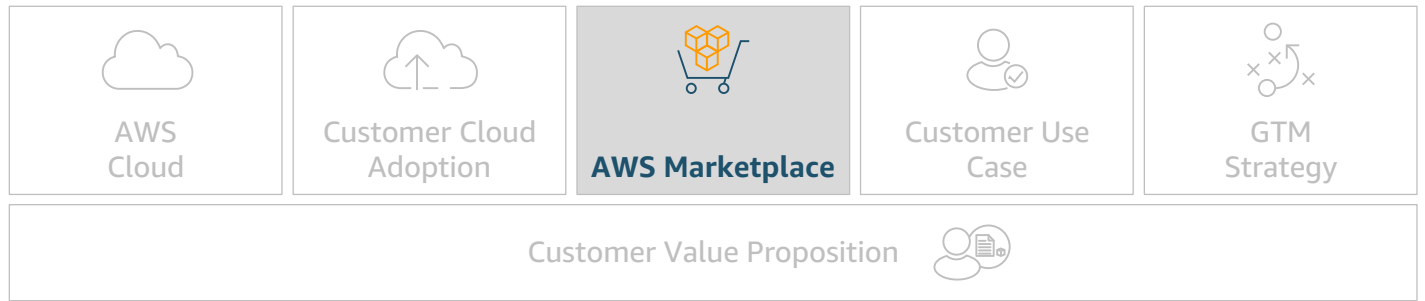


Consulting Partner Private Offers

Consulting Partners can resell 3rd party software with custom pricing. Sellers can extend their reach while focusing on existing sales channels.

Messaging Essentials: AWS Marketplace

MESSAGING DEVELOPMENT



AWS Marketplace offers flexible software delivery options

With just a few clicks, buyers can deploy software on-demand, easily, securely, and almost instantly with options that meet their organization's specific needs.



Amazon Machine Image

Meant for single instance solutions deployed directly into your virtual private cloud (VPC). Provides flexible bring your own license (BYOL), pay-as-you-go, free trials, and curated open source options.



Cloud Formation Template

Meant for clustered and high availability implementations. Combines third-party software with AWS services and a complete solution implementation including multi-instance, tie-ins to AWS services, and high availability cluster architectures.



SaaS

Software offered as a service with no resources required to manage infrastructure.



API

Application program interface is designed to integrate directly to an application.



Amazon SageMaker

Find machine learning algorithms and models that can be deployed directly onto Amazon SageMaker.



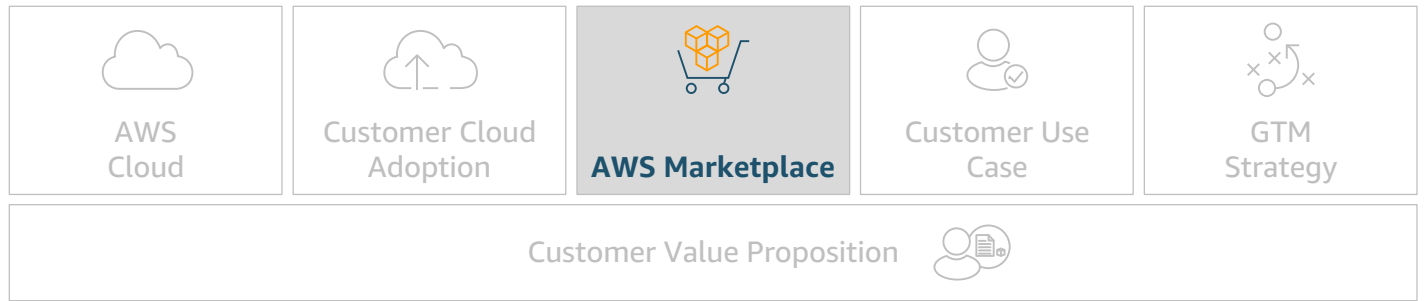
Amazon Container Services

Find container products in AWS Marketplace or the Amazon Elastic Container Service (Amazon ECS) console and deploy them on Amazon ECS, Amazon Elastic Container Service for Kubernetes (Amazon EKS), and AWS Fargate.

[Additional resources](#)

Messaging Essentials: AWS Marketplace

MESSAGING DEVELOPMENT



AWS Marketplace features

Ranging from flexible pricing and delivery options to specific solutions that streamline the procurement process, AWS Marketplace has a host of features that make it easy for buyers to find, buy, deploy, and manage third-party software.

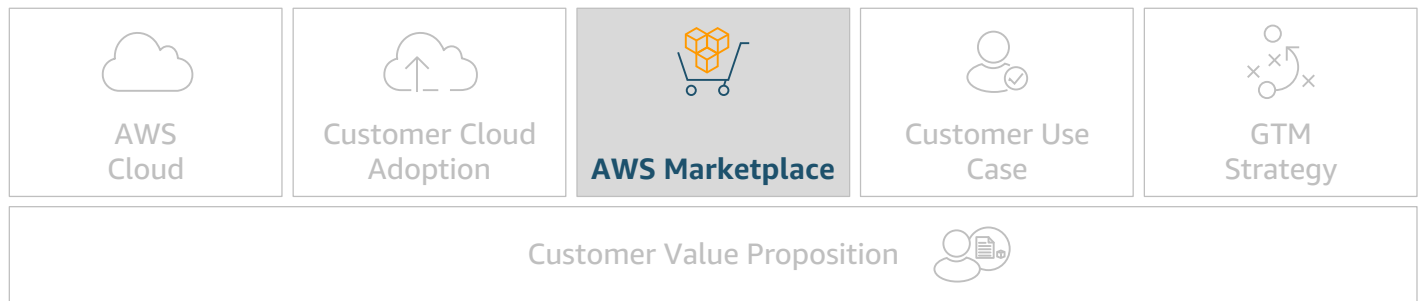
For more information on the full range of AWS Marketplace features and to stay current on new features and enhancements, bookmark this [link](#).

Top features include:

	Seller Private Offers	Buyers can work with AWS Marketplace ISVs to negotiate custom license terms, volume discounts, and flexible payment options that meet their organization's unique requirements.
	Consulting Partner Private Offers	Buyers can work with Consulting Partners who can also negotiate custom pricing and terms for third-party software in AWS Marketplace.
	Private Marketplace	Buyers create a custom catalog of pre-approved software solutions from AWS Marketplace to help ensure cloud users are launching products that meet procurement, legal, and security standards. They define user permissions, apply company branding, and establish notifications to gain visibility when products are added or removed.
	Enterprise Contract for AWS Marketplace	Buyers can accelerate lengthy negotiations, streamline procurement, and speed innovation by leveraging the standardized terms of the Enterprise Contract for AWS Marketplace to purchase products from participating software sellers. The terms can also be amended to support custom organization requirements.
	Procurement System Integration	Buyers can manage approvals and spend from one location, which helps centralize governance of software provisioning while aligning with existing procurement and approval workflows.
	AWS Cost Management Tools	AWS Budgets gives buyers the ability to set custom budgets that alert them when costs or usage exceed budgeted amount. AWS Cost Explorer lets buyers view the status of their AWS expenditure, pinpoint the services that account for most of their overall expenditure, and understand at a high level how their costs are trending.

Messaging Essentials: AWS Marketplace

MESSAGING DEVELOPMENT



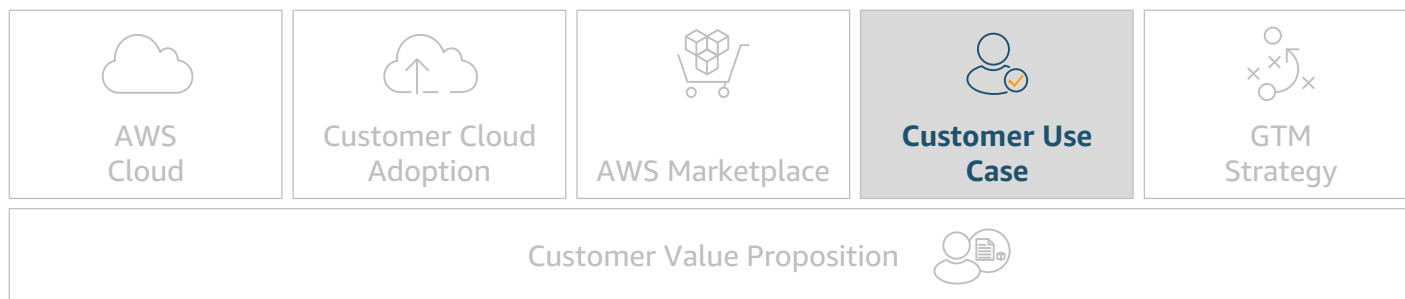
AWS Marketplace solves buyer challenges

In an age of constant innovation and speed to market, buyers face many challenges when procuring software. AWS Marketplace created a flexible, efficient, and customizable way to procure third-party software that addresses common challenges in the market. The chart below provides examples of common customer challenges, how they are solved with AWS Marketplace features, and how that benefits the customer.

Challenge	AWS capabilities	Customer benefits
Software license negotiation and contracting takes too long and is too complex.	<p>Buyers can negotiate terms and conditions with simplified and streamlined solutions.</p> <ul style="list-style-type: none"> • Enterprise Contract for AWS Marketplace • Procurement Systems Integration • Seller Private Offers • Consulting Partner Private Offers 	<ul style="list-style-type: none"> • Reduces contract negotiation time and cost with a standardized process. • Efficiently capture procurement approvals. • Increases buyer's ability to negotiate and receive custom pricing and end-user licensing terms that meet the needs of their business.
Today's competitive environment requires rapid software integration and deployment.	<p>AWS Marketplace supports buyers with fast, efficient deployment and integration of new solutions.</p> <ul style="list-style-type: none"> • Quick and easy deployment options • Flexible consumption and contract models • Procurement Systems Integration 	<ul style="list-style-type: none"> • Provides multiple deployment and consumption options to make provisioning and integration efficient and streamlined. • Accelerates time to market by saving buyers time finding, buying, and deploying the right solution.
It is difficult to manage software and procurement governance with new consumption models	<p>Buyers maintain control with shorter negotiations, improved tracking, and facilitated policy compliance.</p> <ul style="list-style-type: none"> • Private Marketplace • Enterprise Contract for AWS Marketplace • AWS Cost Explorer 	<ul style="list-style-type: none"> • Increases productivity and shorten procurement timelines. • Protects investments and mitigates risks while controlling spend within customizable environment.

Messaging Essentials: Customer Use Cases

MESSAGING DEVELOPMENT



Customer Use Case

Customers are looking for solutions, not a particular product or set of features. A customer use case helps organize your product and features into a concise solution that is tailored to address common customer challenges. A clear customer use case will show the core value of your offering and provide initial differentiation.

Customer use cases are the basis for your offering. It is the essential reason your offering exists. When creating your customer value proposition, the customer use case is the first component.

You must be able to describe the customer use case for your offering in a single sentence that connects to a customer's desired business outcome, such as:

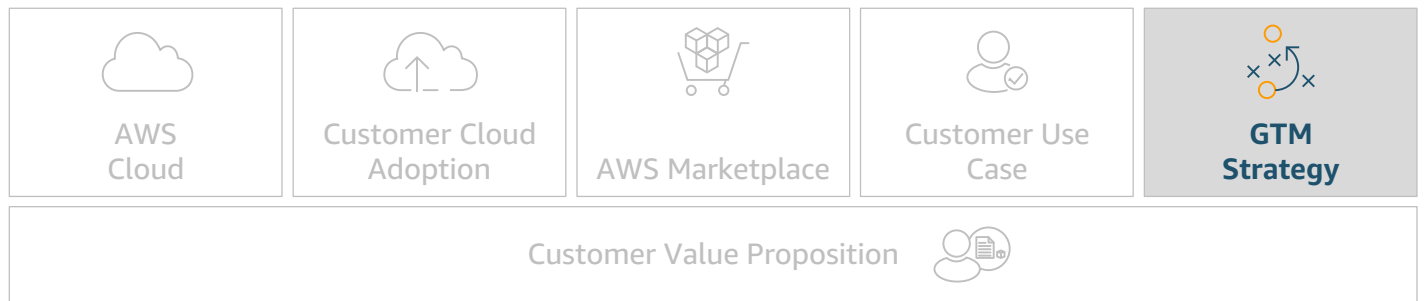
- Move existing data to a new cloud storage location to reduce operating expenses for a legacy system.
- Increase and decrease analytic compute power to easily manage dynamic workloads.

[AWS Marketplace](#) provides detailed use cases designed to help you learn more about high-value solutions in AWS Marketplace. For instance, in the [Migration](#) solution area, you can find a use case for [Data Migration](#) that focuses on how to move existing data to a new cloud storage location with minimal disruption.

Additional solutions resources

Messaging Essentials: GTM Strategy

MESSAGING DEVELOPMENT



Your GTM strategy encompasses several factors that help determine the value of your offering and influences your messaging strategy. The focus for this guidance will be your sales motion (self-service, sales assist, sales-led, or indirect sales-led), which informs the best use of content to create interest throughout the buyer's journey.

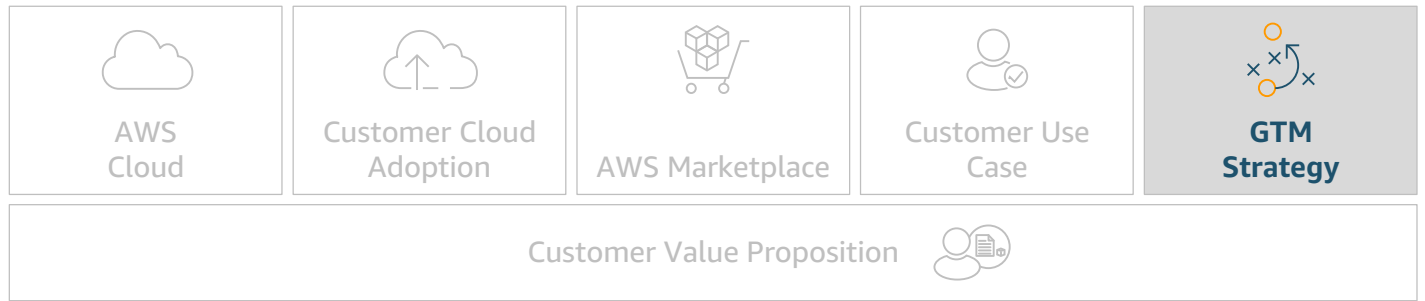
Sales motions

Applying your sales motion helps inform tactics and engagement models. Sales motions include:

- **Self-service** – Customer makes a direct purchase of services through AWS Marketplace with no touch or low-touch sales efforts (such as webchat, email, or a phone call from sales representatives).
- **Sales-assist** – Customer learns about your offering's value proposition and differentiation through digital campaign tactics but looks to engage with sales teams to make a try or buy decision.
- **Sales-led** – Customer is either an existing customer or a new target for your sales teams. Personalized engagements such as webinars and events, support high-touch sales efforts.
- **Indirect Sales-led** – Customer is either an existing customer or a new target for your sales teams and the primary engagement occurs through the Channel or Consulting Partner. Personalized engagements such as events and product demos support high-touch sales efforts.

Messaging Essentials: GTM Strategy

MESSAGING DEVELOPMENT



The following chart shows how solution areas and subscription values influence sales motions, which help determine the best way to reach, engage, and win customers through different sales motions and GTM campaigns.

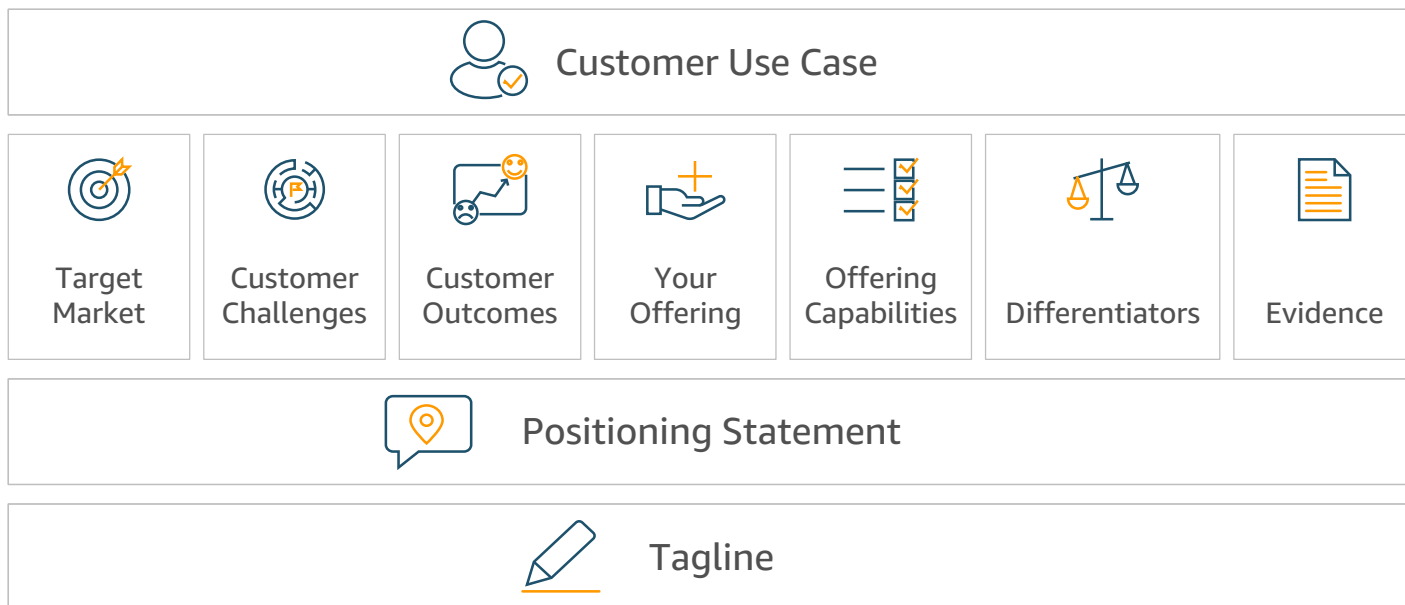
Solutions	Subscription value	Sales motion	Engagement models	Customer segments
Business Applications	<\$20K	Self-serve Driven by digital demand generation	Low touch <ul style="list-style-type: none"> Highly scalable, category use-case digital demand gen No-to-low direct sales engagement Standard pricing 	Small business region/MMT
Data & Analytics				
DevOps				
High Performance Computing	\$20K - \$100K	Sales-assist supported by demand generation	Medium touch <ul style="list-style-type: none"> Use case-centric digital demand gen Sales/channel-assisted (LDR,ISV,SI) Standard pricing and private offers 	Region/MMN/focused
IoT				
Machine Learning				
Migrations	>\$100K	Sales-led supported by targeted GTM	High touch <ul style="list-style-type: none"> Highly-targeted and customized GTM Heavy sales-led model Private offers 	Enterprise Global Strategic
Networking				
Security				
Storage				

Additional resources

Customer Value Proposition Overview

Components of your customer value proposition

To build a comprehensive customer value proposition that uniquely positions your offering, you must consider the following areas, which we will cover in detail in this guide.



Outcome

Upon completing the exercises in this section, you will have:

- Messaging that connects with your targeted customer group through a differentiated value proposition that clearly defines the benefits of procuring your offering through AWS Marketplace.

Messaging Example

The following messaging represents a fictional Seller whose offering (Blackcomb) supports data migration. This example is for illustrative purposes only. Your responses will be tailored to your promoted offering.

Use case	Securely migrate enterprise-class cloud storage for SQL Server at scale, reducing total cost of ownership (TCO) and increasing operational efficiencies.
Target market	<p>Customer segment:</p> <ul style="list-style-type: none"> Enterprise <p>Personas:</p> <ul style="list-style-type: none"> Cloud Architect <p>Industry:</p> <ul style="list-style-type: none"> Media and entertainment Financials Healthcare Public sector <p>Geographic region:</p> <ul style="list-style-type: none"> Global <p>Cloud business drivers:</p> <ul style="list-style-type: none"> Cloud migration Infrastructure costs
Customer challenges	<ol style="list-style-type: none"> Struggling to decide on moving to cloud or continuing with on-premises database management of Windows SQL Server. Unsure how to protect data from human errors, physical and virtual failures, maintenance, and malware attacks during migration to and in the cloud. Need to lower database management costs.
Customer outcomes	<ol style="list-style-type: none"> Ensure safe and reliable database migration to AWS. Achieve operational efficiencies, data protection, and high availability on AWS. Reduce operations and procurement costs by 15%.
Your offering	<ol style="list-style-type: none"> Blackcomb is the enterprise-grade solution for managing databases in the cloud. Blackcomb gives users management capabilities to simplify SQL databases migration and management in AWS Cloud – 1) business continuity with zero-RPO (Recovery Point Objective), 2) <60-second RTO (Recovery Time Objective) high availability failover and failback processes, 3) data protection with cost-effective, consistent, and application-aware snapshots, 4) easy and secure data replication, migration, and synchronization with Blackcomb data replication, 5) hybrid cloud support, and full integration with RESTful API calls. Customers can turn Blackcomb on in minutes, with the ability to quickly and easily try, buy, and deploy Blackcomb in AWS Marketplace with curated software that is ready-to-run on AWS.
Offering capabilities	<ol style="list-style-type: none"> Cost reduction: Up to 70% cost reduction through data tiering between object and block storage, data deduplication, and thin provisioning allocated to storage. Agility: Create a new storage environment within minutes and extend storage into AWS. Flexibility: Supports flexible configurations including iSCSI, Network File System (NFS), Server Message Block (SMB) and scale without data disruption. Operational efficiency: Predictive data analytics, proactive support (active IQ), and workflow management tools to achieve high availability. Speed: Available through AWS Marketplace store for customers to buy and deploy Blackcomb within minutes.
Differentiators	<ol style="list-style-type: none"> Blackcomb optimizes your IO (input/output) with Blackcomb file layout, path parallelization, and caching that delivers higher IOPS (input/output operations per second) and lower latencies. It enables you to present information up to 20x faster. Blackcomb delivers 70% better TCO (Total Cost of Ownership) compared to on-premises database storage. Helps reduce on-premises storage footprint by supporting all versions of SMB (Server Message Block), NFS (Network File Server) & iSCSI protocols.
Evidence	<ol style="list-style-type: none"> Customer evidence (customer case study videos that supports above messaging). Proof points (quantified data to reduce cost or time to market or increase efficiencies). Industry research (Gartner Magic Quadrant, IDC reports, etc.).
Positioning statement	Blackcomb helps organizations migrate Microsoft SQL Databases to the AWS Cloud with an enterprise-grade management service to quickly create new storage environments that are scalable, highly available, and optimized for storage tiering. Blackcomb provides operational control with predictive insights to reduce customer database management costs by up to 70%. Blackcomb is available for customers to buy and deploy within minutes in AWS Marketplace and consume and pay for services based on their preferred contract model.
Tagline	Migrate Windows SQL database to AWS with reliability, agility and speed.

[Go to template](#)

AWS Marketplace Value Examples

As you develop your messaging framework, consider specific AWS Marketplace features that add value to your buyer. Below are themes and example statements. Consider these as you begin your messaging framework:

Speed to market

- Accelerate your time-to-market with efficient procurement features that provide flexibility in how you procure and manage software.
- Streamlined procurement features reduce overhead and expedite a traditionally lengthy process.
- Accelerate speed to market by easily trying and deploying software in minutes.

Agility and scalability

- Scale your organization's needs easily with features.
- Flexible and agile features allow for easy changes and adaptations, scaling with your organization's growth.

Flexible and custom terms and pricing

- Custom payment options and terms give you more flexibility.
- Pay for what you use with flexible contract models.

Improved governance

- Solutions have been rigorously vetted and validated as secure and reliable.
- Centralized controls allow you to manage your software, renewals, and consumption in one place.

For detailed guidance within a messaging template, [click here](#).

Go to template

AWS Marketplace Value Statements

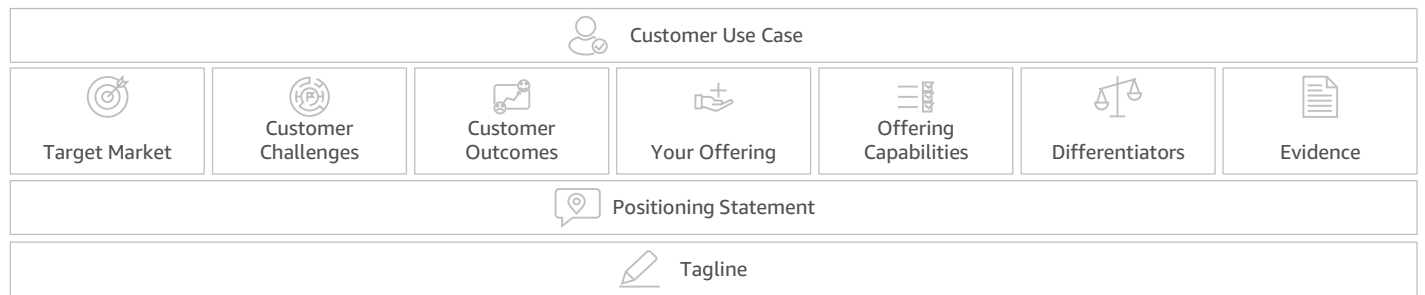
Incorporate value statements about AWS Marketplace that are important to your use case. Below is an example of how to incorporate AWS Marketplace values in your messaging while also highlighting the unique benefits of your solution.

Use case	Securely and efficiently migrate enterprise-class cloud storage for SQL Server at scale.	
Target market	<p>Customer segment:</p> <ul style="list-style-type: none"> Enterprise <p>Personas:</p> <ul style="list-style-type: none"> Cloud Architect <p>Industry:</p> <ul style="list-style-type: none"> Media and entertainment Financials Healthcare Public sector <p>Geographic region:</p> <ul style="list-style-type: none"> Global <p>Cloud business drivers:</p> <ul style="list-style-type: none"> Cloud migration Infrastructure costs 	<p>1 AWS Marketplace value: Solutions have been rigorously vetted and validated as secure and reliable.</p>
Customer challenges	<ol style="list-style-type: none"> Struggling to decide on moving to cloud or continuing with on-premises database management of Windows SQL Server. Unsure how to protect data from human errors, physical and virtual failures, maintenance, and malware attacks during migration to and in the cloud. Need to lower database management costs. 	<p>2 AWS Marketplace value: Streamlined procurement features reduce overhead and expedite a traditionally lengthy process.</p>
Customer outcomes	<ol style="list-style-type: none"> 1 Ensure safe and reliable database migration to AWS. Achieve operational efficiencies, data protection, and high availability on AWS. 2 Reduce operations and procurement costs by 15%. 	<p>3 AWS Marketplace value: Accelerate speed to market by easily trying and deploying software in minutes.</p>
Your offering	<ol style="list-style-type: none"> Blackcomb is the enterprise-grade solution for managing databases in the cloud. Blackcomb gives users management capabilities to simplify SQL databases migration and management in AWS Cloud – 1) business continuity with zero-RPO (Recovery Point Objective), 2) <60-second RTO (Recovery Time Objective) high availability failover and failback processes, 3) data protection with cost-effective, consistent, and application-aware snapshots, 4) easy and secure data replication, migration, and synchronization with Blackcomb data replication, 5) hybrid cloud support, and full integration with RESTful API calls. 3 Customers can turn Blackcomb on in minutes, with the ability to quickly and easily try, buy, and deploy Blackcomb in AWS Marketplace with curated software that is ready-to-run on AWS. 	
Offering capabilities	<ol style="list-style-type: none"> Cost reduction: Up to 70% cost reduction through data tiering between object and block storage, data deduplication, and thin provisioning allocated to storage. 4 Agility: Create a new storage environment within minutes and extend storage into AWS. Flexibility: Supports flexible configurations including iSCSI, Network File System (NFS), Server Message Block (SMB) and scale without data disruption. Operational efficiency: Predictive data analytics, proactive support (active IQ), and workflow management tools to achieve high availability. 3 Speed: Available through AWS Marketplace store for customers to buy and deploy Blackcomb within minutes. 	<p>4 AWS Marketplace value: Features that allow for making software and contract changes easily to scale with an organization's growth.</p>
Differentiators	<ol style="list-style-type: none"> Blackcomb optimizes your IO (input/output) with Blackcomb file layout, path parallelization, and caching that delivers higher IOPS (input/output operations per second) and lower latencies. It enables you to present information up to 20x faster. Blackcomb delivers 70% better TCO (Total Cost of Ownership) compared to on-premises database storage. Helps reduce on-premises storage footprint by supporting all versions of SMB (Server Message Block), NFS (Network File Server) & iSCSI protocols. 	<p>5 AWS Marketplace value: Custom payment options and terms give buyers flexibility.</p>
Evidence	<ol style="list-style-type: none"> Customer evidence (customer case study videos that support above messaging). Proof points (quantified data to reduce cost or time to market or increase efficiencies). Industry research (Gartner Magic Quadrant, IDC reports, etc.). 	
Positioning statement	Blackcomb helps organizations migrate Microsoft SQL Databases to the AWS Cloud with an enterprise-grade management service to quickly create new storage environments that are scalable, highly available, and optimized for storage tiering. Blackcomb provides operational control with predictive insights to reduce customer database management costs by up to 70%. 3 Blackcomb is available for customers to buy and deploy within minutes in AWS Marketplace. 5 consume and pay for services based on their preferred contract model.	
Tagline	Migrate Windows SQL database to AWS with reliability, agility, and speed.	

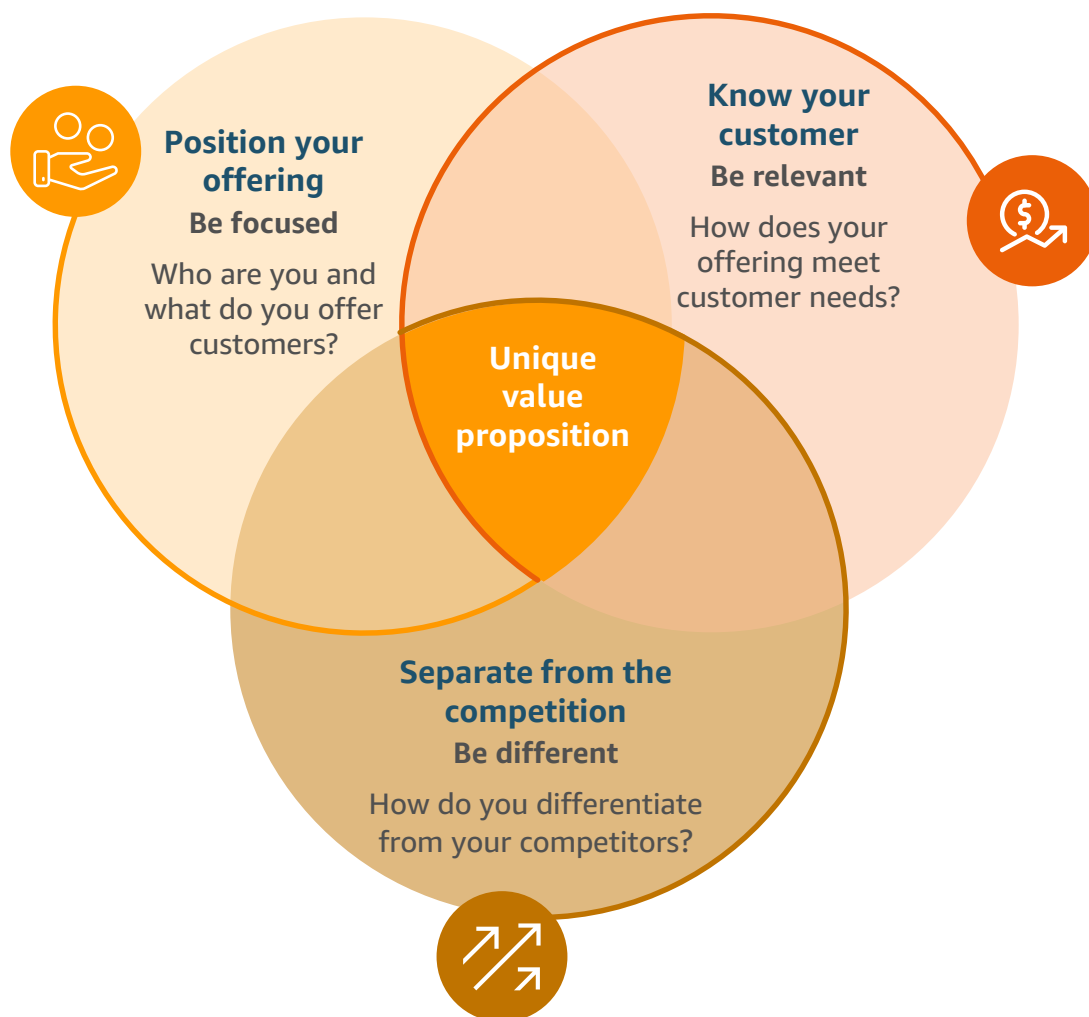
[Go to template](#)

1.1: Create your Customer Value Proposition

MESSAGING DEVELOPMENT



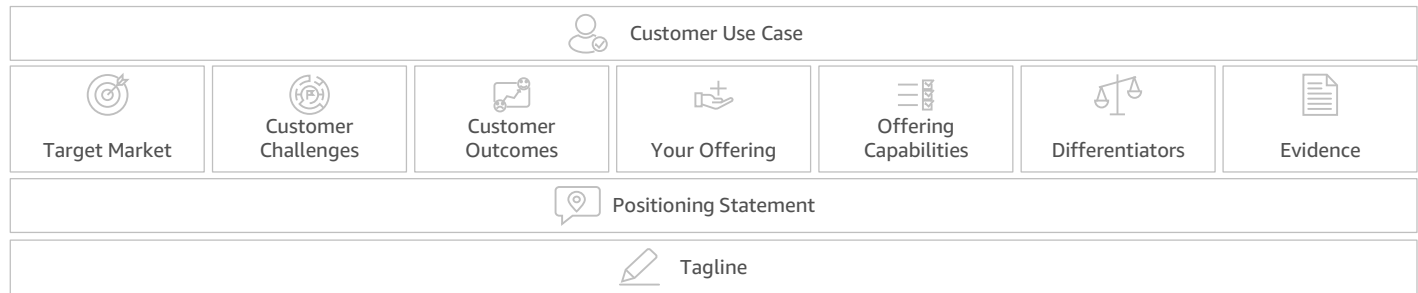
Value propositions are statements that address customer challenges, communicate the benefits, capabilities, and differentiation of your offering and why customers should buy it in AWS Marketplace.



[Go to example](#)

1.1: Create your Customer Value Proposition

MESSAGING DEVELOPMENT



It is essential to create messaging that explains how your offering is more valuable when combined with the benefits of [AWS](#) and [AWS Marketplace](#). Consider how your offering simplifies cloud adoption or helps enhance AWS services.

How is your offering “better together” when purchased through AWS Marketplace? For instance, does a prospective customer benefit from low procurement overhead or fast deployments? Ensure that you consistency map both your offering and AWS Marketplace messaging to customer challenges and outcomes.

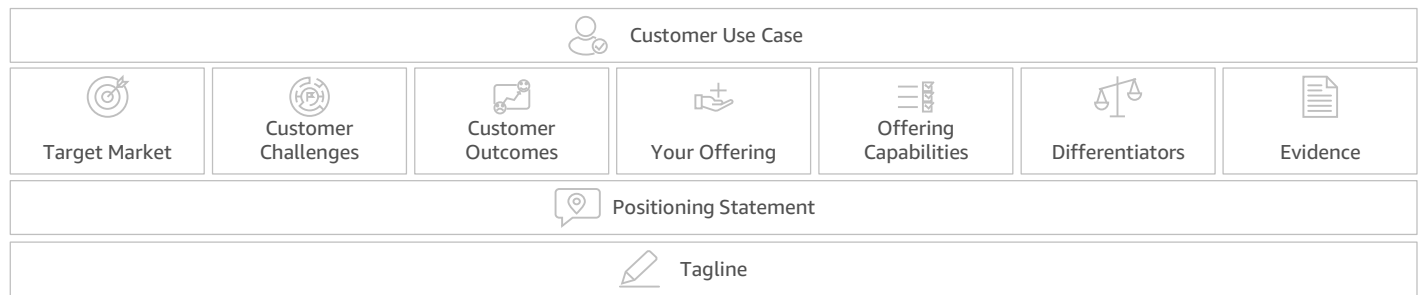
To create a combined “better together” value proposition, consider the following steps:

1. Identify your [customer use case](#) (if you don't find the relevant use case, you can create your own).
2. Determine the buyer's business challenge.
3. Show how your offering addresses the business challenge and how buying in AWS Marketplace adds value.
4. Review [AWS Marketplace value examples](#).
5. See it in action in a [messaging framework example](#).

Go to example

1.2.1: Customer Value Proposition

MESSAGING DEVELOPMENT



Business challenge

Unsure of how to protect data from risks, support business continuity, and minimize database management costs as on-premises data moves to the cloud.

Customer use case

Migrate, manage, and protect SQL Server databases in the cloud.

Your offering

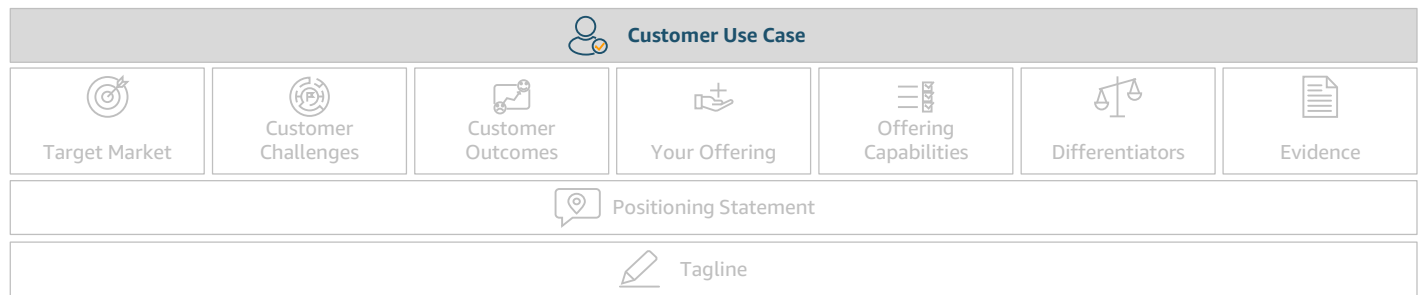
Blackcomb makes it simple to migrate, manage, and protect SQL databases in the AWS Cloud by enabling:

- Zero Recovery Point Objective (zero RPO) and <60-second Recovery Time Objective (RTO) for high-availability failover and failback business continuity planning.
- Cost-effective, consistent, and application-aware snapshots for continuous data protection.
- Easy and secure data replication, migration, and synchronization.
- Convenient integration for hybrid environments via RESTful API calls.

Positioning statement

- Blackcomb enables organizations to migrate Microsoft SQL Databases to AWS with an enterprise-grade management service to quickly create new storage environments that are scalable, highly-available, and optimized for storage tiering. Blackcomb provides operational control with predictive insights that can help reduce database management costs.
- Blackcomb is available for customers to buy and deploy within minutes in AWS Marketplace and consume and pay for services based on their preferred contract model.

1.2 Customer Use Cases

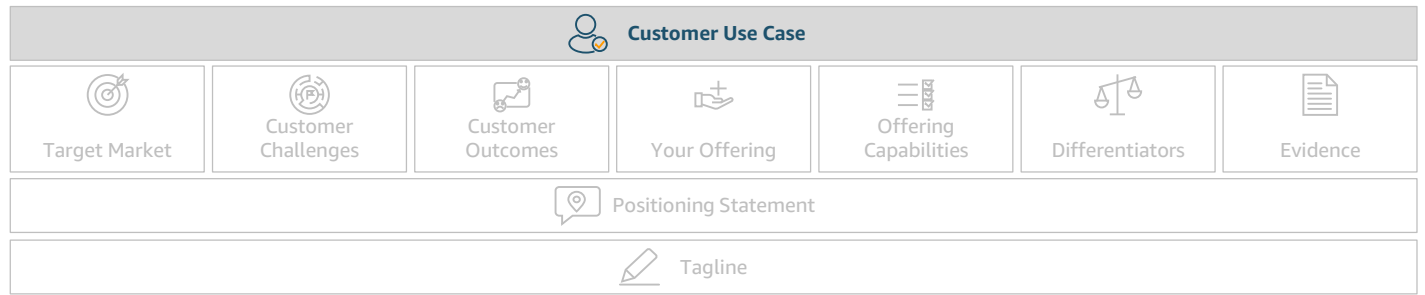


Identifying your use case is the basis for your messaging. For more information on customer use cases, please refer to [Messaging Essentials: Customer Use Cases](#).

[Go to example](#)[Go to exercise](#)

1.2.1: Customer Use Case

MESSAGING DEVELOPMENT



Use case example

Use case

Securely migrate enterprise-class cloud storage for SQL Server at scale, reducing total cost of ownership (TCO) and increasing operational efficiencies.

Go to exercise

1.2.2: Customer Use Case

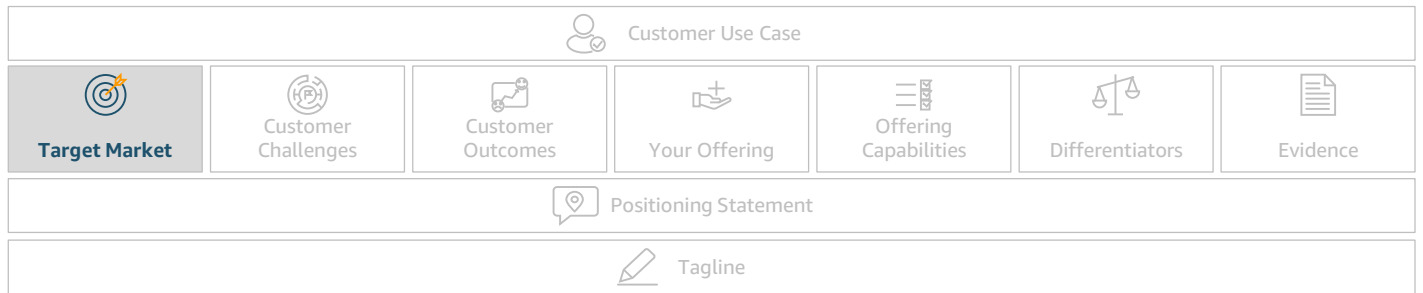


Customer Use Case						
Target Market	Customer Challenges	Customer Outcomes	Your Offering	Offering Capabilities	Differentiators	Evidence
Positioning Statement						
Tagline						

Exercise

Describe what your customer wants to achieve for their business and how your solution is used to provide that outcome.

1.3: Define your target market



It is important to capture and document characteristics of your target audience. This helps you develop customer challenges and outcomes for your positioning. A comprehensive customer profile consists of the following areas:



Customer segment: Customer segment descriptions include enterprise, mid-market, and start-ups.



Industry: Verticals include financial services, public sector, healthcare, software/internet, business/consumer services, and media/entertainment.



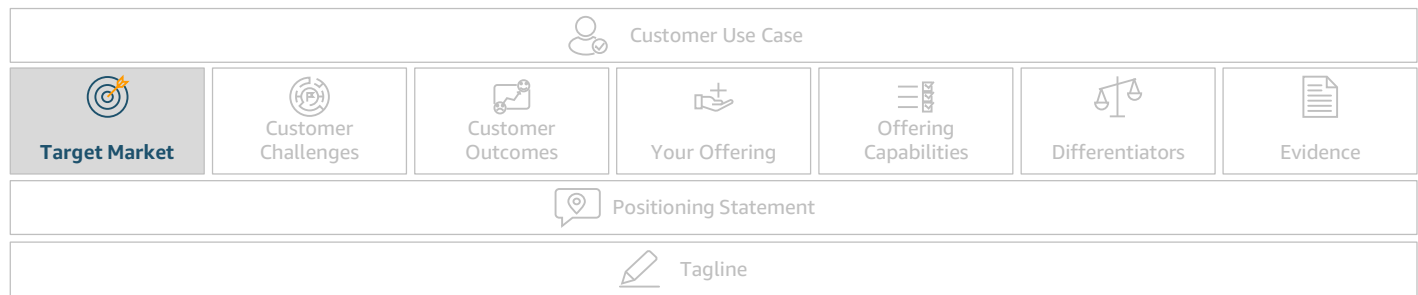
Geographic region: Geographic region can have a significant effect on messaging when it comes to localization (catering to local or global audiences).



Cloud adoption business drivers: Document business drivers affecting the customer's [cloud adoption](#), such as application modernization, datacenter migration, operational costs, workforce productivity, scalability, on-demand technology consumption, or business agility.

Go to example

Go to exercise



Customer personas

Through customer research, AWS Marketplace has identified specific technical and business roles within an organization supporting the evaluation, deployment, and procurement of cloud technologies. These personas have varied skills, goals, and attitudes that influence the way they encounter your product.

Tailor messages specific to defined AWS Marketplace personas including:

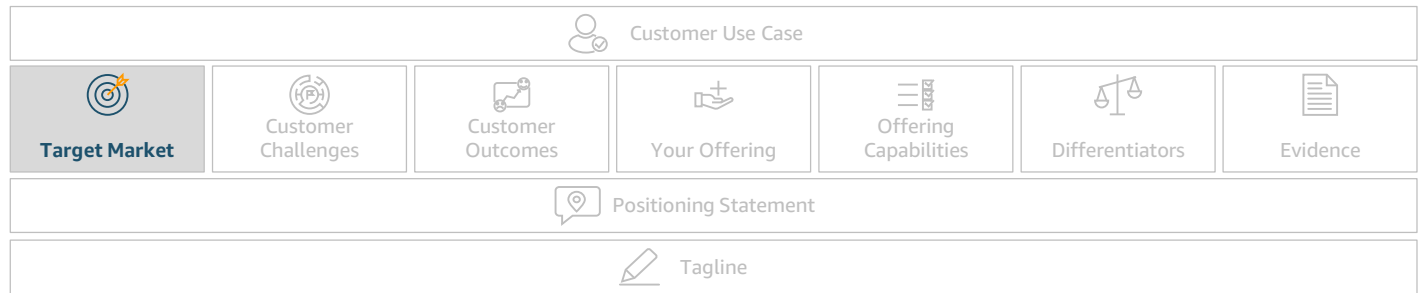
- DevOps
- Cloud Architect
- IT Professional
- Developer
- IT Leader
- Business Decision Maker
- Procurement Officer
- Security Practitioner

To learn more about personas, click on the additional resources button below.

[Go to example](#)
[Go to exercise](#)
[Additional resources](#)

1.3.2: Target Market

MESSAGING DEVELOPMENT

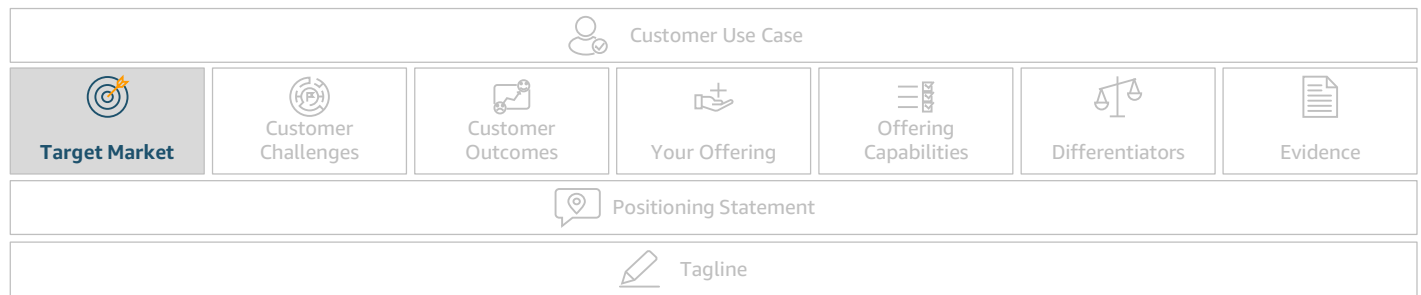


Target market example

Target market	<p>Customer segment:</p> <ul style="list-style-type: none"> Enterprise <p>Personas:</p> <ul style="list-style-type: none"> Cloud Architect <p>Industry:</p> <ul style="list-style-type: none"> Media and entertainment Financials Healthcare Public sector <p>Geographic region:</p> <ul style="list-style-type: none"> Global <p>Cloud business drivers:</p> <ul style="list-style-type: none"> Cloud migration Infrastructure costs
---------------	---

[Go to exercise](#)
[Additional resources](#)

1.3.3: Target Market



Exercise

Define your target audience.

Company segment

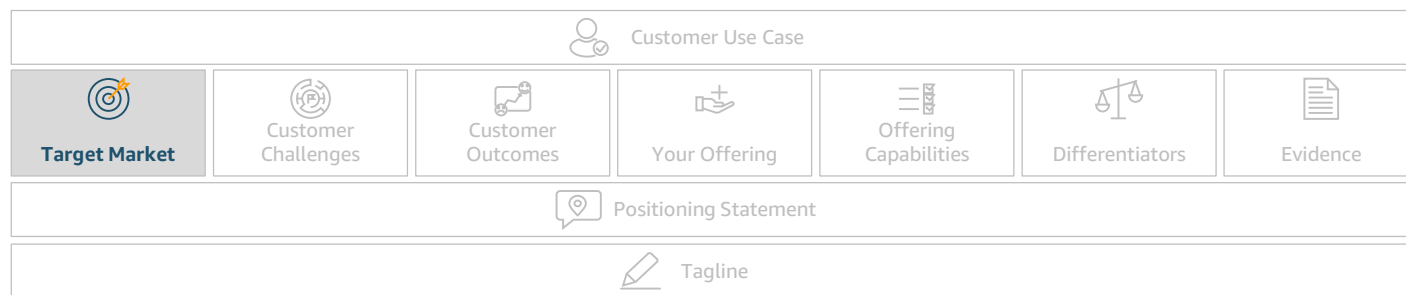
Industry

Persona (Business or IT Decision Maker, Line of Business Manager, etc.)

Geographic Region

Cloud adoption stage (project, foundation, migration, or reinvention)

1.3.4: Customer Personas



The following chart details AWS Marketplace customer personas, including learning styles, cloud expertise, purchasing power, motivations, and frustrations.

DevOps

Domain Expertise – Generalist	Cloud & Ops Expertise – Cloud Learner	Learning Style – Doer or expert	Purchasing Power – User	Motivation – Needs to understand infrastructure	Frustration – Sudden API changes, lack of content
--------------------------------------	--	--	--------------------------------	--	--

Cloud Architect

Domain Expertise – Generalist	Cloud & Ops Expertise – Cloud Expert	Learning Style – Reader	Purchasing Power – User	Motivation – Help dev teams be successful with AWS	Frustration – Lack of free trials and content
--------------------------------------	---	--------------------------------	--------------------------------	---	--

IT Professional

Domain Expertise – Specialist	Cloud & Ops Expertise – Cloud Learner	Learning Style – Reader	Purchasing Power – User	Motivation – Solve day-to-day tactical challenges	Frustration – High learning curve for complete solutions
--------------------------------------	--	--------------------------------	--------------------------------	--	---

Developer

Domain Expertise – Specialist	Cloud & Ops Expertise – Cloud Novice	Learning Style – Doer	Purchasing Power – User	Motivation – Build on development stacks within structure of company	Frustration – Maintaining software others created
--------------------------------------	---	------------------------------	--------------------------------	---	--

IT Leader

Domain Expertise – Generalist	Cloud & Ops Expertise – Cloud Expert	Learning Style – Reader	Purchasing Power – Buyer	Motivation – Guiding technology for company	Frustration – Cannot standardize instances
--------------------------------------	---	--------------------------------	---------------------------------	--	---

Business Decision Maker

Domain Expertise – Generalist	Cloud & Ops Expertise – Cloud Learner	Learning Style – Reader	Purchasing Power – Buyer	Motivation – Success of the business	Frustration – Financial constraints
--------------------------------------	--	--------------------------------	---------------------------------	---	--

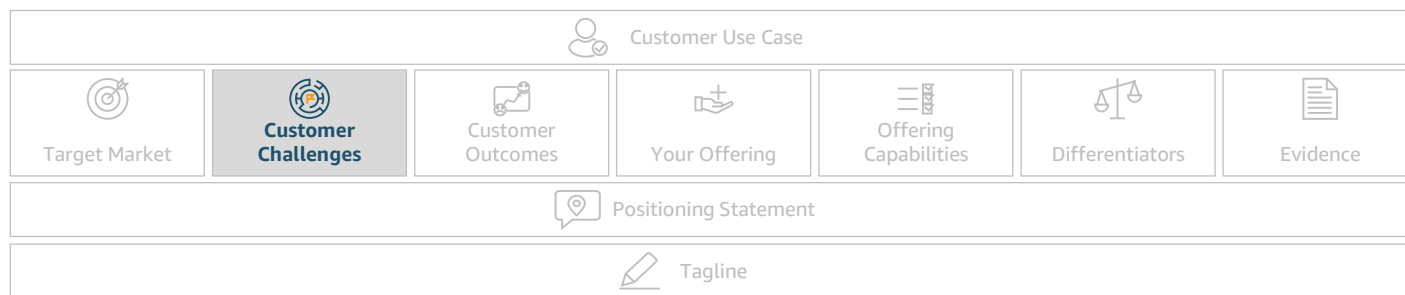
Procurement Officer

Domain Expertise – Generalist	Cloud & Ops Expertise – Expert	Learning Style – Doer	Purchasing Power – Buyer	Motivation – Enable users while protecting the organization	Frustration – Length of time for procurement process
--------------------------------------	---	------------------------------	---------------------------------	--	---

Security Practitioner

Domain Expertise – Specialist	Cloud & Ops Expertise – Expert	Learning Style – Doer	Purchasing Power – User	Motivation – Keep organization's data and software safe	Frustration – Increase in number and sophistication of threats
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1.4: Customer Challenges



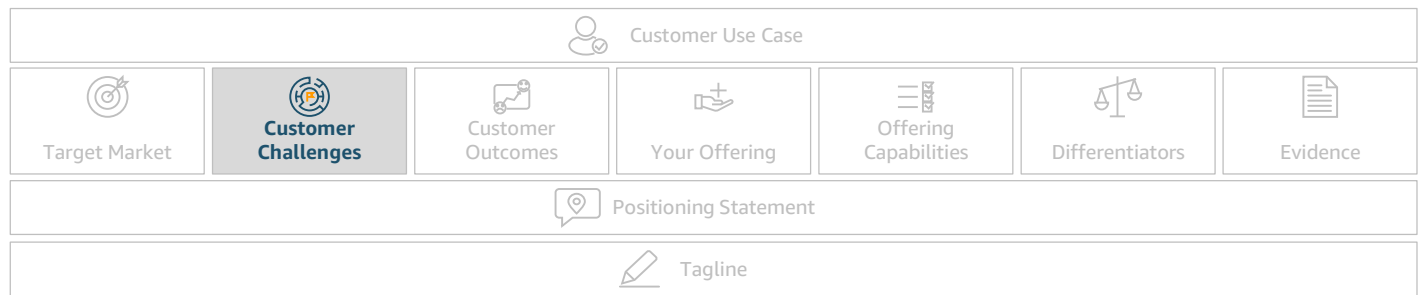
It is important to identify customer challenges that your offering solves. Customer challenges define a customer need for a change from their existing situation. Clearly identify the customer's technical and business challenges and how your offering will address those challenges.

Common challenges may include technological limitations, infrastructure and operational costs, lengthy time to market, lack of expertise, security, and legacy application architecture.

[Go to example](#)
[Go to exercise](#)

1.4.1: Customer Challenges

MESSAGING DEVELOPMENT



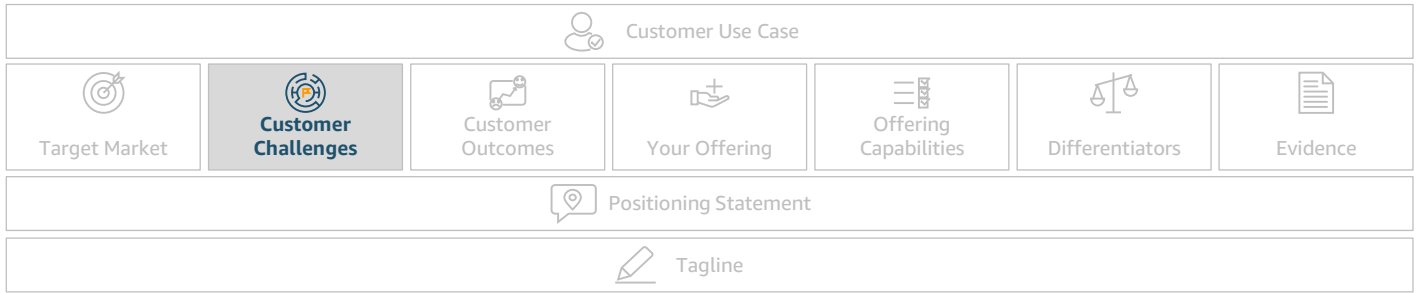
Customer challenges example:

Customer challenges

1. Struggling to decide on moving to cloud or continuing with on-premises database management of Windows SQL Server.
2. Unsure how to protect data from human errors, physical and virtual failures, maintenance, and malware attacks during migration to and in the cloud.
3. Need to lower database management costs.

Go to exercise

1.4.1: Customer Challenges



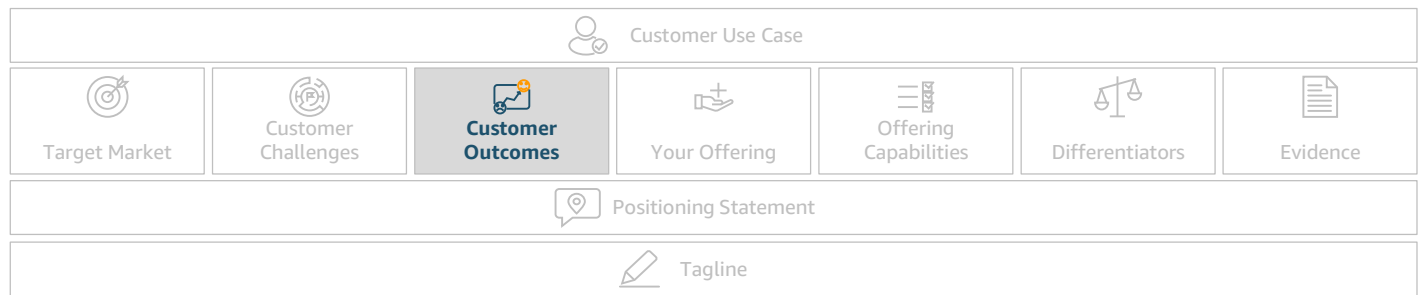
Exercise

What customer challenges do you solve? (List top three)

1.

2.

3.



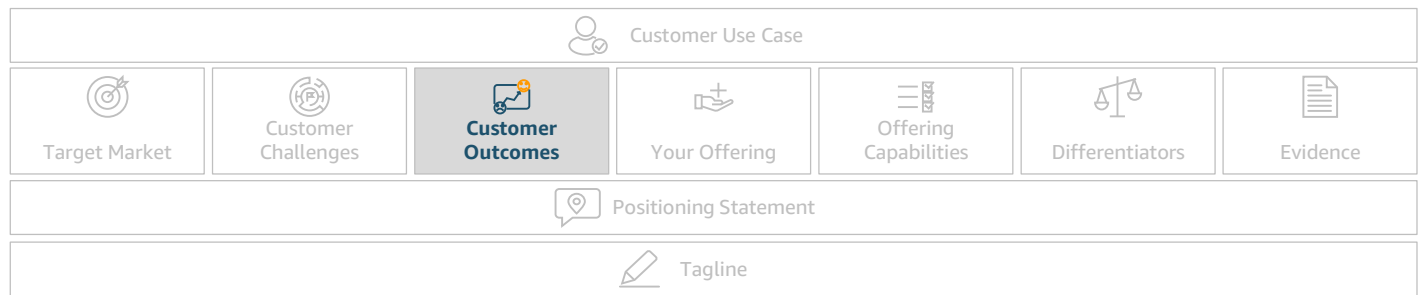
Customer outcomes

Customer outcomes show how your offering solves customer challenges better, faster, more securely, or cost-effectively. How does your offering allow a customer to achieve desired business outcomes? Emphasize innovation, security, and/or cloud adoption success.

[Go to example](#)
[Go to exercise](#)

1.5.1: Customer Outcomes

MESSAGING DEVELOPMENT



Customer outcomes example

Customer outcomes

1. Ensure safe and reliable database migration to AWS.
2. Achieve operational efficiencies, data protection, and high availability on AWS.
3. Reduce operations and procurement costs by 15%.

Go to exercise

1.5.2: Customer Outcomes



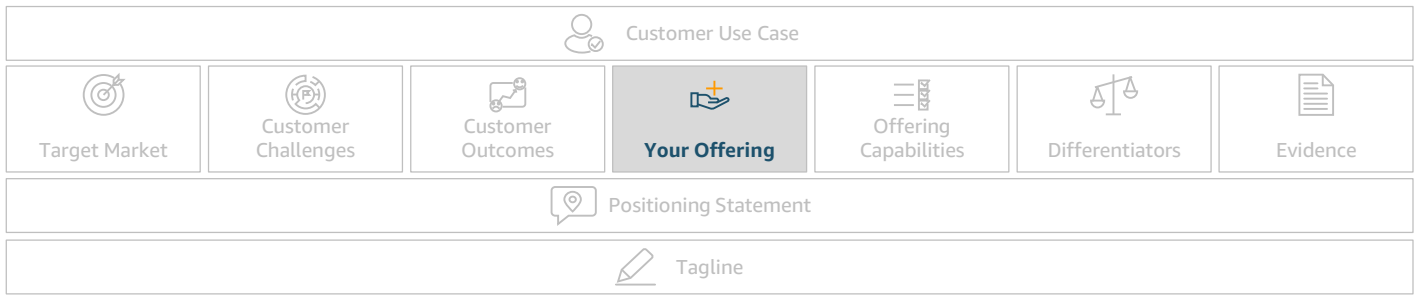
Exercise

What outcomes will customers recognize with your offering? (List top three)

1.

2.

3.



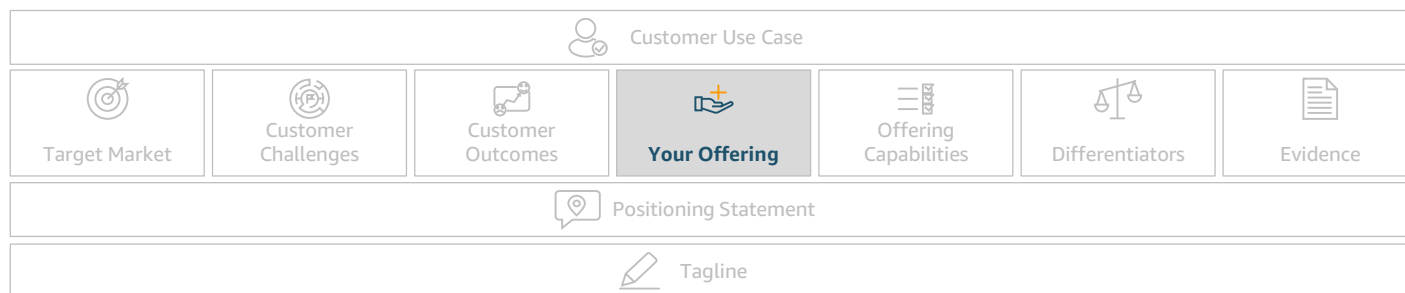
Offering

It is important to define the functional use of your offering, supported by features that address customer challenges and help customers achieve business outcomes.

[Go to example](#)[Go to exercise](#)

1.6.1: Your Offering

MESSAGING DEVELOPMENT



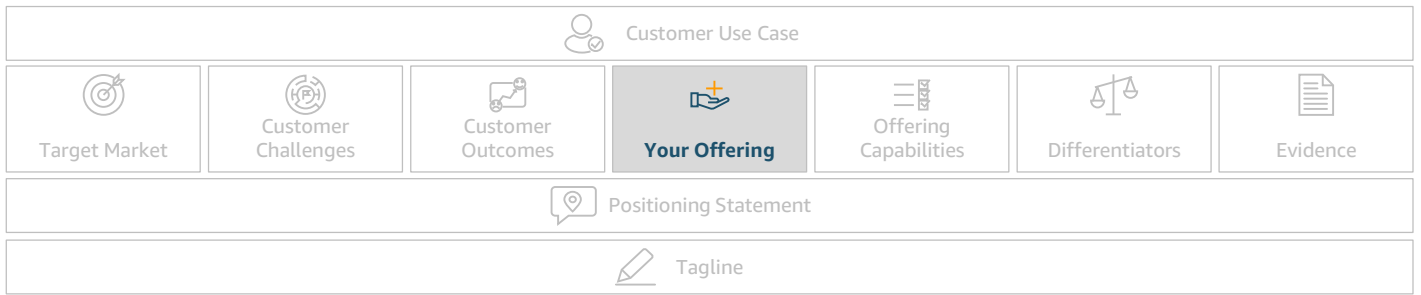
Offering example:

Your offering

1. Blackcomb is the enterprise-grade solution for managing databases in the cloud.
2. Blackcomb gives users management capabilities to simplify SQL databases migration and management in AWS Cloud:
 - a) Business continuity with zero-RPO (Recovery Point Objective).
 - b) <60-second RTO (Recovery Time Objective) high availability failover and failback processes.
 - c) Data protection with cost-effective, consistent, and application-aware snapshots.
 - d) Easy and secure data replication, migration, and synchronization with Blackcomb data replication.
 - e) Hybrid cloud support, and full integration with RESTful API calls.
3. Customers can turn Blackcomb on in minutes, with the ability to quickly and easily try, buy, and deploy Blackcomb in AWS Marketplace with curated software that is ready-to-run on AWS.

Go to exercise

1.6.2: Your Offering



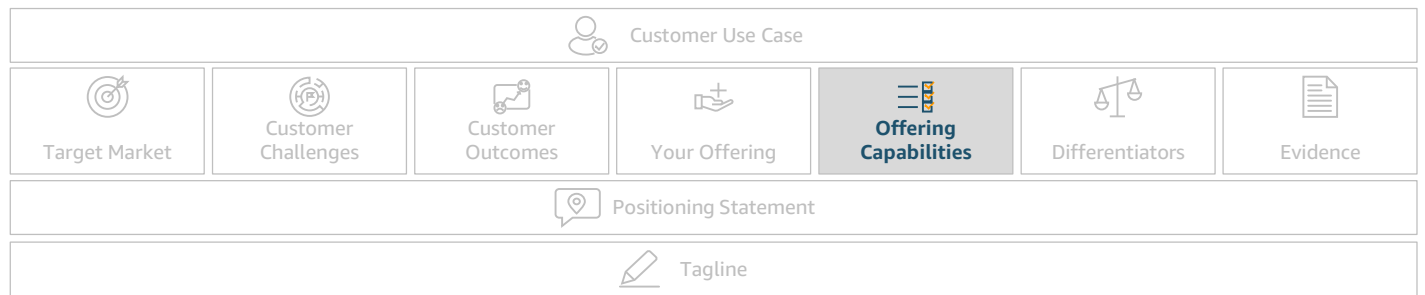
Exercise

Describe the functional uses for your offering. (List top three and include specific features that enable customer outcomes)

1.

2.

3.



Offering capabilities

The technical capabilities of your offering map to your use case. Show customers exactly how your offering is solving challenges through technology. This is not a list of features, which should be part of your [offering](#) description. This is a description of what your features will help customers accomplish.

[Go to example](#)[Go to exercise](#)

1.7.1: Offering Capabilities

MESSAGING DEVELOPMENT



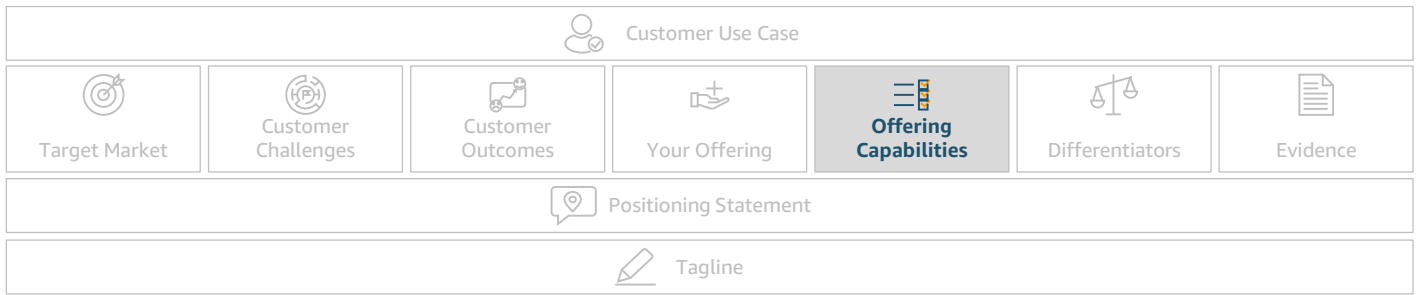
Offering capabilities example

Offering capabilities

1. **Cost reduction:** Up to 70% cost reduction through data tiering between object and block storage, data deduplication, and thin provisioning allocated to storage.
2. **Agility:** Create new storage environments within minutes and extend storage into AWS.
3. **Flexibility:** Supports flexible configurations including iSCSI, Network File System (NFS), Server Message Block (SMB) and scale without data disruption.
4. **Operational efficiency:** Predictive data analytics, proactive support (active IQ), and workflow management tools to achieve high availability.
5. **Speed:** Available through AWS Marketplace for customers to buy and deploy Blackcomb within minutes.

Go to exercise

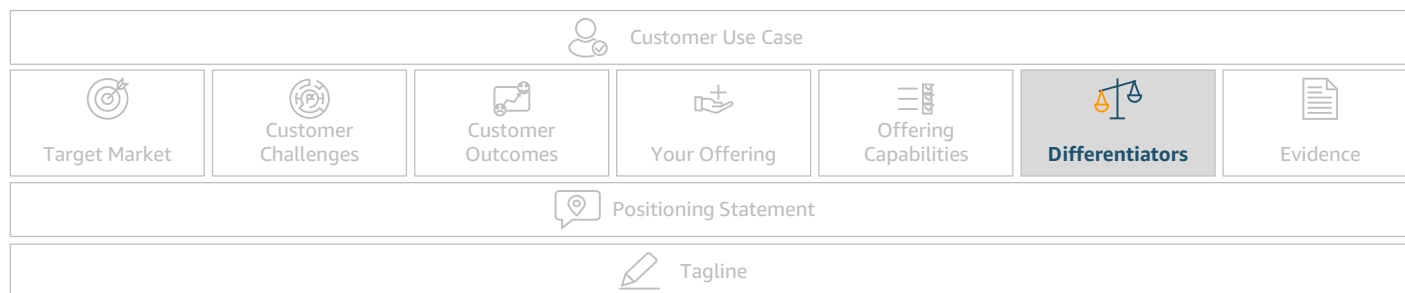
1.7.2: Offering Capabilities



Exercise

Define your offering's capabilities. (List up to five)

-
-
-
-
-



Differentiators

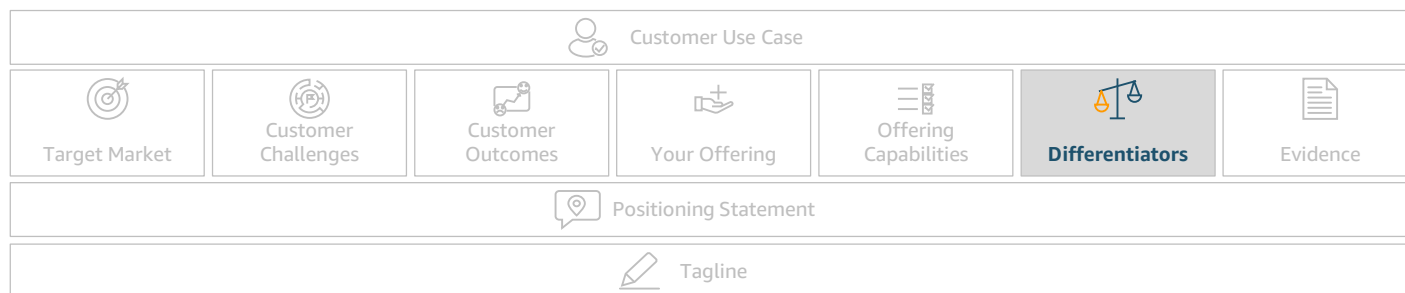
It is crucial to show the superiority and uniqueness of your offering by showing how it solves customer challenges differently. Map your differentiation to customer outcomes to ensure the benefits of your offering are obvious and unique. For example, your offering helps customers realize the benefits of the cloud X times faster or makes migrating to AWS cheaper by a X percentage. Include the value of your offering in AWS Marketplace as part of your differentiators, such as pricing, reseller capabilities, and/or deployment models.

Keep your differentiators simple. Fewer, unique, easier to understand differentiators are more impactful.

[Go to example](#)
[Go to exercise](#)

1.8.1: Differentiators

MESSAGING DEVELOPMENT



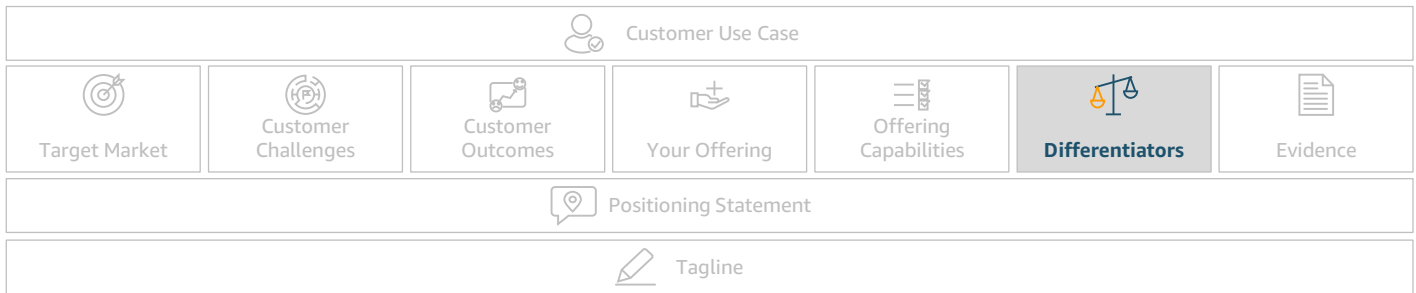
Differentiators example:

Differentiators

1. Blackcomb optimizes your IO (input/output) with Blackcomb file layout, path parallelization, and caching that delivers higher IOPS (input/output operations per second) and lower latencies. It enables you to present information up to 20x faster.
2. Blackcomb delivers 70% better TCO (Total Cost of Ownership).
3. Reduce storage footprint by supporting all versions of SMB (Server Message Block), NFS (Network File Server) & iSCSI protocols.

Go to exercise

1.8.2: Differentiators



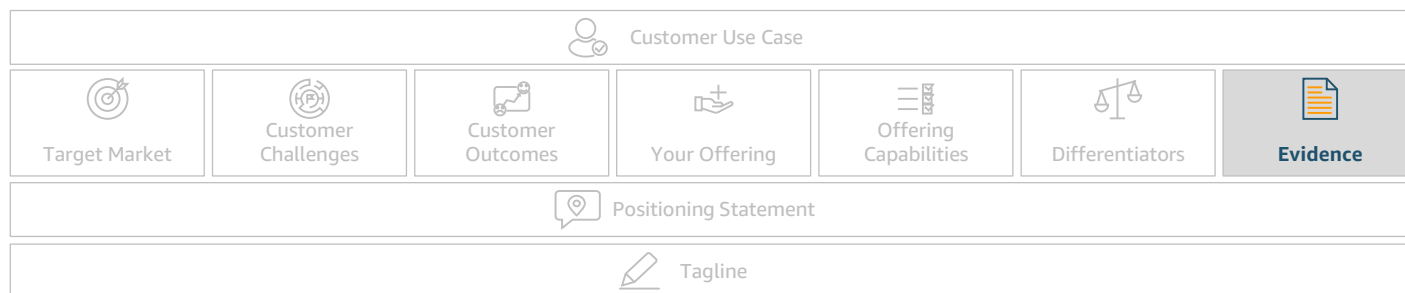
Exercise

What makes your offering unique? How does it complement or enhance other services in AWS? Be specific. (List up to three)

1.

2.

3.



You must support your positioning with evidence, or proof points, that help establish credibility for your offering and move beyond “marketing hype.” Evidence, which should be both qualitative and quantitative, should prove your offering is uniquely positioned to address customer challenges and drive the outcomes they need. We recommend a combination of the following options:

Option 1: Product demonstrations

Create a video demonstration of your offering in action to quickly show its value. Ensure your video highlights key customer challenges and maps to your overall value proposition messaging pillars.

Option 2: Customer testimonials

Leverage your existing customer testimonials (including case studies, client videos, quotes, press releases, and customer logos) that show real-world customer applications of your offering. Again, your customer testimonials should map to customer challenges and clearly show the positive customer outcomes.

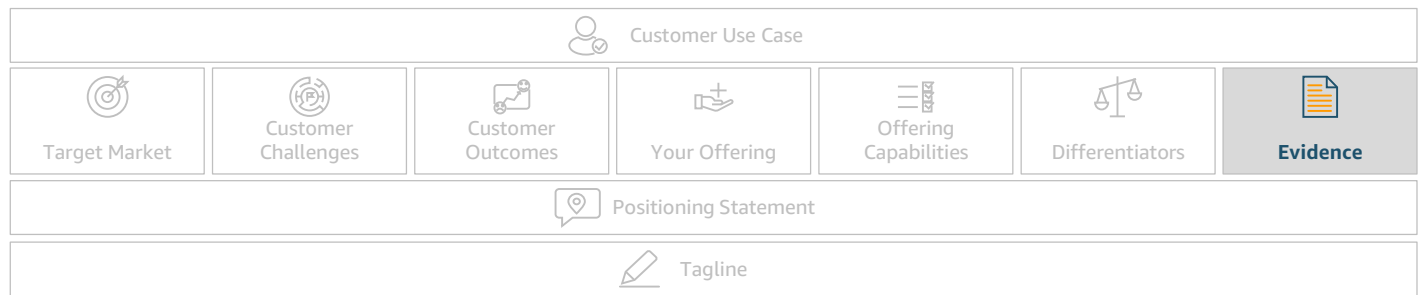
Option 3: Supporting metrics

Showcase and cite metrics based on industry standards, performance, risk mitigation, costs, compliance, time to market, downtime, or productivity. This provides tangible, irrefutable evidence that you are demonstrating value with your offering.

[Go to example](#)
[Go to exercise](#)

1.9.1: Validate with Evidence

MESSAGING DEVELOPMENT



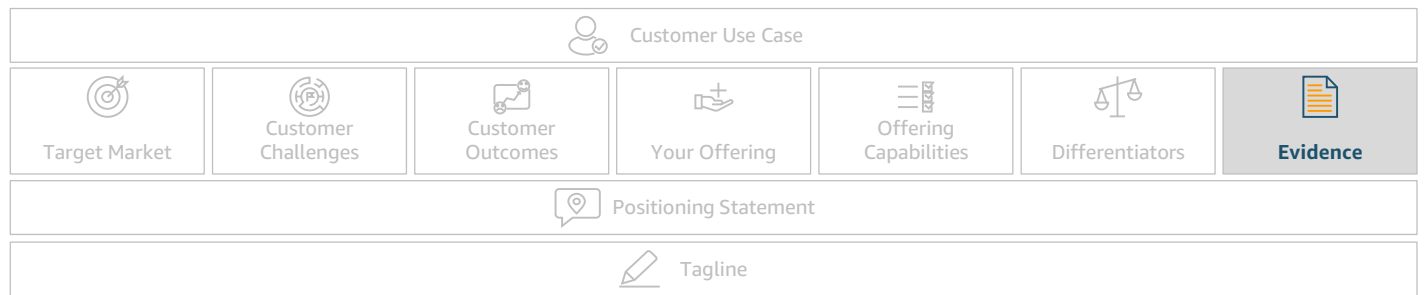
Evidence example

Evidence

1. Customer evidence (customer case study videos that support above messaging).
2. Proof points (quantified data to reduce cost or time to market or increase efficiencies).
3. Industry research (Gartner Magic Quadrant, IDC reports, etc.).

Go to exercise

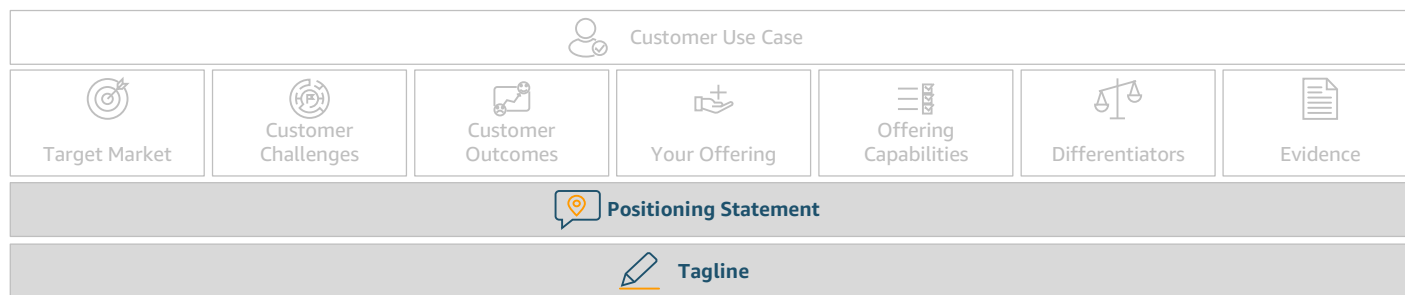
1.9.2: Validate with Evidence



Exercise

What qualitative evidence do you have to validate your offering? (List product demonstrations, the most relevant and/or latest customer case study, or testimonials.)

What quantitative evidence do you have to validate your offering? (List supporting metrics, such as industry research, cost and/or performance data, and market statistics.)



Positioning statement

Your positioning statement is a summation of how your offering is positioned within your market and how it uniquely addresses customer challenges associated with your use case.

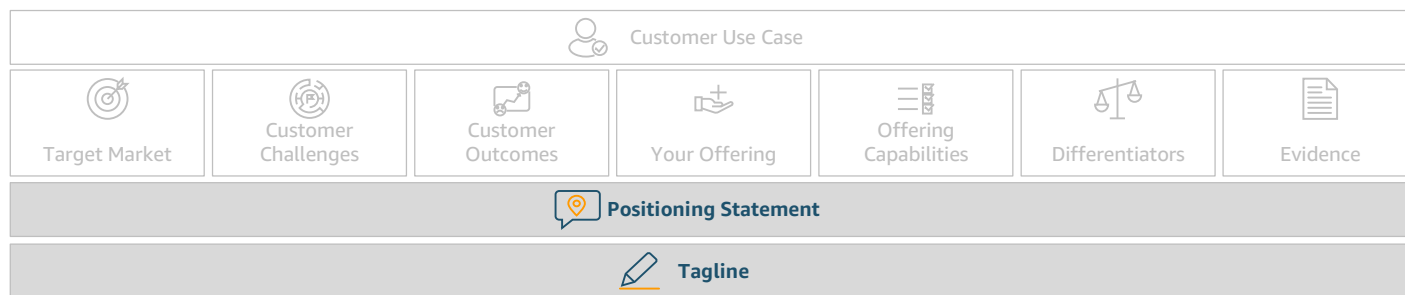
Tagline

The tagline is a brief, one-sentence statement that describes the value of your offering and key benefits.

[Go to example](#)[Go to exercise](#)

1.10.1: Positioning

MESSAGING DEVELOPMENT



Positioning statement example

Positioning statement

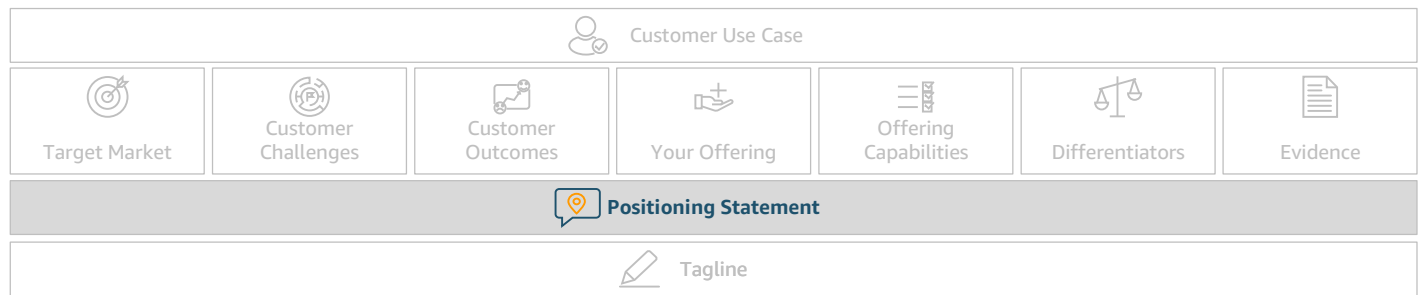
Blackcomb helps organizations migrate Microsoft SQL Databases to the AWS Cloud with an enterprise-grade management service to quickly create new storage environments that are scalable, highly available, and optimized for storage tiering. Blackcomb provides operational control with predictive insights to reduce customer database management costs by up to 70%. Blackcomb is available for customers to buy and deploy within minutes in AWS Marketplace and consume and pay for services based on their preferred contract model.

Tagline example

Tagline

Migrate Windows SQL database to AWS with reliability, agility and speed.

Go to exercise



Exercise

Describe your positioning statement in a few sentences. How your offering is uniquely positioned within the market to address common challenges and deliver desired customer outcomes associated with your use case.

For example –

[YOUR OFFERING] achieves [CUSTOMER USE CASE] for [TARGET MARKET]. [YOUR OFFERING] addresses the following [CUSTOMER CHALLENGES] and achieves [CUSTOMER OUTCOMES] through [OFFERING CAPABILITIES]. [YOUR OFFERING] provides [DIFFERENTIATORS] and is supported by [EVIDENCE].

Describe the value of your offering and benefits in one sentence.

Messaging Template

Populate this messaging template for your offering using the answers you provided in the preceding exercises. If you prefer, download the template in Excel below.

Use case	
Target market	
Customer challenges	
Customer outcomes	
Your offering	
Key capabilities	
Differentiators	
Evidence	
Positioning statement	
Tagline	

[Go to download page](#)



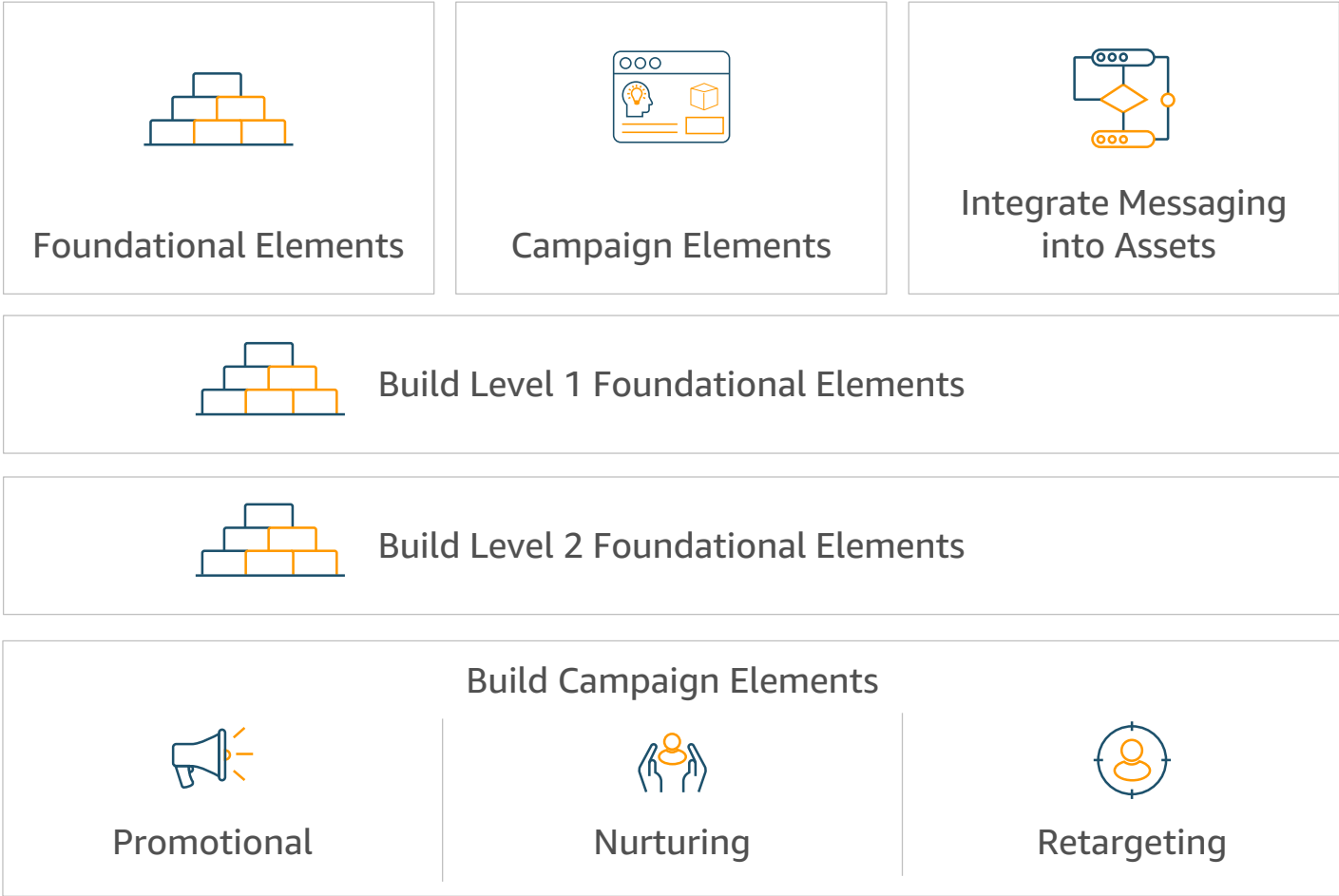
Module 2: Asset Development

Asset Development Overview

After completing Module 1: Messaging Development, align your defined messages to buyer-facing GTM materials, ensuring a clear, consistent, and engaging experience with buyers. This module provides guidance to create compelling marketing assets.

Marketing asset essentials

To build effective marketing assets that utilize your messaging framework consider the following areas:



Marketing Asset Essentials: Foundational Elements

ASSET DEVELOPMENT



Foundational elements

Foundational elements represent the core marketing content for your offering. For the purpose of this guide, foundational elements are divided into two categories:

Level 1

Minimal content required to position and promote your offering in AWS Marketplace, including solution brief, reference architectures, product offers, product demos, seller landing pages, and product detail pages.

Level 2

Thought leadership, interactive media, and industry content to further elevate your brand, while providing deeper engagement with GTM campaigns.

Additional resources

Marketing Asset Essentials: Foundational Elements

ASSET DEVELOPMENT



Foundational elements

It is critical to produce the following six foundational pieces to effectively promote your offering in AWS Marketplace.

Level 1



Solution brief: The technical details of your product and how it works.



Reference architecture: A technical diagram of your offering.



Trial offer: The hook, such as a free trial, to incentivize buyers to purchase your offering.



Product demo: A video of how your offering works.



Landing page: A web page on your company's website where you promote your offering.



Product detail page: Listing page showcasing your offering within AWS Marketplace.

Marketing Asset Essentials: Foundational Elements

ASSET DEVELOPMENT



Foundational elements

To enhance the effectiveness of your promotion strategy, consider building the following types of content:

Level 2



E-book: A promotional PDF about a specific topic related to your target market, typically organized by audience type, industry, or product type.



Whitepaper: An in-depth resource covering a topic in great detail, such as a research study, survey results, or other proprietary content.



Infographic: A diagram of technical details, offering statistics, or other info.



Blog: A high level article on a topic related to your offering, industry, or market.



Analyst report: A paid expert review of your offering, typically in comparison to other competitors in your target market.



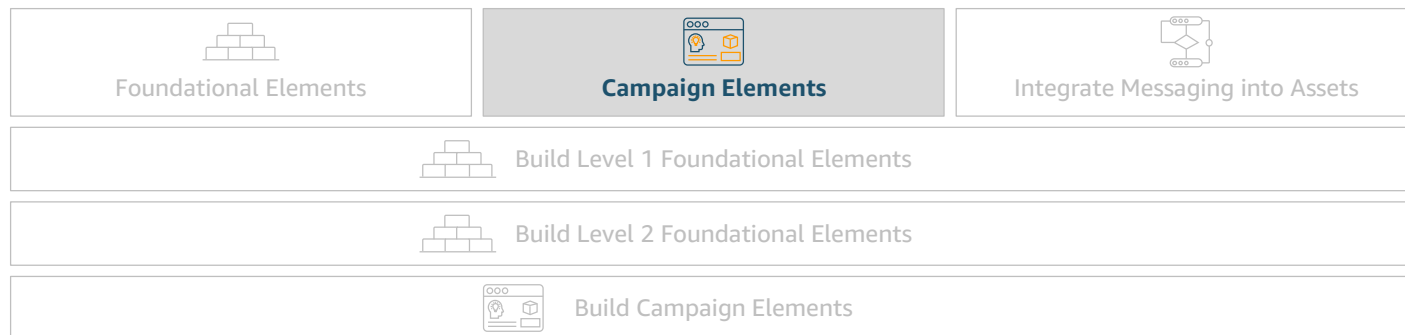
Webinar: An on-demand web presentation on a topic related to your offering.



Event: An in-person opportunity to connect with buyers.

Marketing Asset Essentials: Campaign Elements

ASSET DEVELOPMENT



Campaign elements

Campaign elements include strategies, marketing assets, and tactics that fall into the categories of promotional, nurturing, and retargeting.

Promotional

Promotional tactics drive traffic to your foundational elements. The best examples of this content are ads and promotional emails.

Nurturing

Nurturing tactics are used to deliver your foundational element's desired activity or next steps for the buyer. These activities take place after engagement in order to move the buyer to the next stage of your marketing and sales funnel. Follow-up emails with implementation instructions, content delivery emails, and lead nurturing emails are all examples of nurturing tactics.

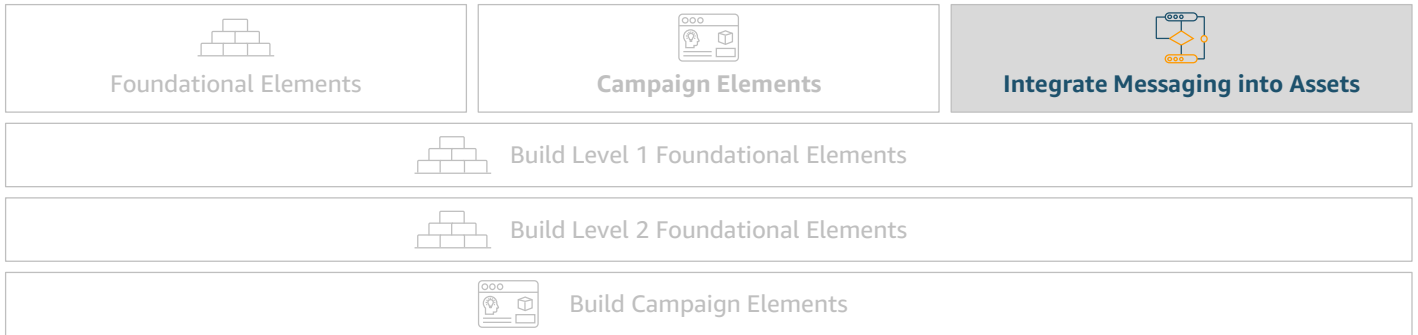
Retargeting

Retargeting tactics are delivered to buyers if they do not engage with the desired activity of your foundational element. Retargeting ads and follow-up offer emails are common assets utilized for retargeting.

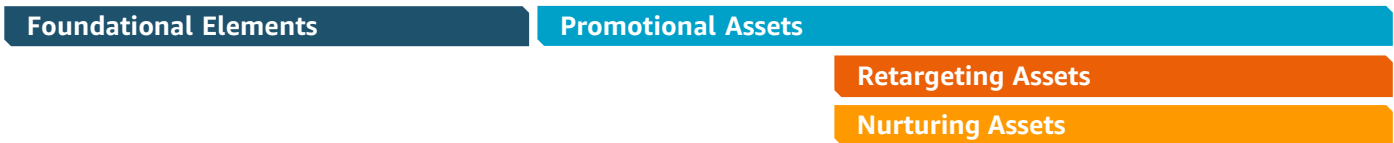
Additional resources

Marketing Asset Essentials: Integrate Messaging into Assets

ASSET DEVELOPMENT



Integrate messaging into your marketing assets and align to the particular stage of the buyer's journey.



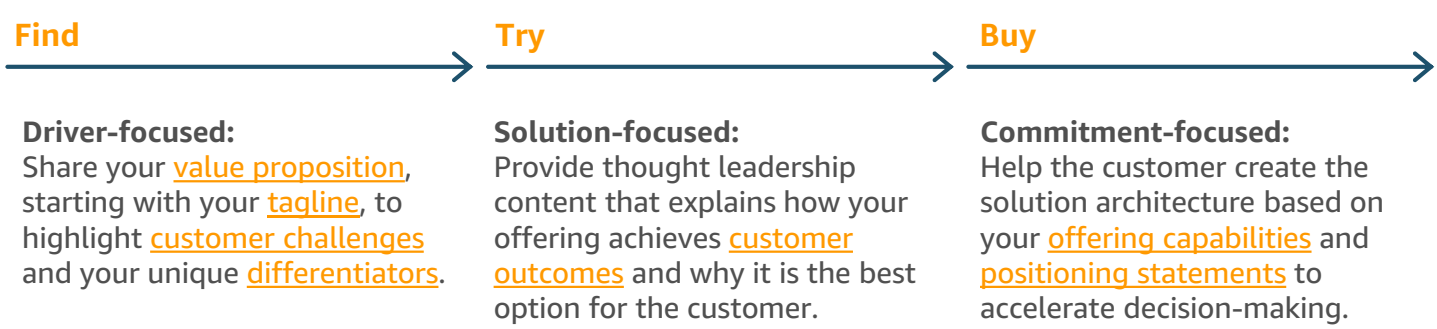
Landing Page

Product Detail Page

Social + Paid Search Ads

Retargeting Ads

Email



[Go to example](#)

Marketing Asset Essentials: Integrate Messaging into Assets

ASSET DEVELOPMENT



Example:

The following showcases how messages are aligned to specific assets:

Landing page



Customer challenge

Struggling to decide on moving to cloud or continuing with on-premises database management of Windows SQL Server.

Social



Customer outcome
Achieve operational efficiencies, data protection, and high availability on AWS Cloud.

Use case	Securely and efficiently migrate enterprise-class cloud storage for SQL Server at scale.
Customer challenges	<ol style="list-style-type: none"> Struggling to decide on moving to cloud or continuing with on-premises database management of Windows SQL Server. Unsure how to protect data from human errors, physical and virtual failures, maintenance, and malware attacks during migration to and in the cloud. Need to lower database management costs.
Customer outcomes	<ol style="list-style-type: none"> Ensure safe and reliable database migration to AWS. Achieve operational efficiencies, data protection, and high availability on AWS. Reduce costs.
Your offering	<ol style="list-style-type: none"> Blackcomb is the enterprise-grade solution for managing databases in the cloud. Blackcomb gives users management capabilities to simplify SQL databases migration and management in AWS cloud – 1) business continuity with zero-RPO (Recovery Point Objective), 2) <60-second RTO (Recovery Time Objective) high availability failover and failback processes, 3) data protection with cost-effective, consistent, and application-aware snapshots, 4) easy and secure data replication, migration, and synchronization with Blackcomb data replication, 5) hybrid cloud support, and full integration with RESTful API calls. Customers can turn Blackcomb on in minutes, with the ability to quickly and easily try, buy, and deploy Blackcomb in AWS Marketplace with curated software that is ready-to-run on AWS.
Offering capabilities	<ol style="list-style-type: none"> Cost reduction: Up to 70% cost reduction through data tiering between object and block storage, data deduplication, and thin provisioning allocated to storage. Agility: Create a new storage environment within minutes and extend storage into AWS. Flexibility: Supports flexible configurations including iSCSI, Network File System (NFS), Server Message Block (SMB) and scale without data disruption. Operational efficiency: Predictive data analytics, proactive support (active IQ), and workflow management tools to achieve high availability. Speed: Available through AWS Marketplace store for customers to buy and deploy Blackcomb within minutes.
Differentiators	<ol style="list-style-type: none"> Blackcomb optimizes your IO (Input/Output) with Blackcomb file layout, path parallelization, and caching that delivers higher IOPS (input/output operations per second) and lower latencies. It enables you to present information up to 20x faster. Blackcomb delivers 70% better TCO (Total Cost of Ownership) compared to on-premises database storage. Helps reduce on-premises storage footprint by supporting all versions of SMB (Server Message Block), NFS (Network File Server) & iSCSI protocols.
Evidence	<ol style="list-style-type: none"> Customer evidence (customer case study videos that supports above messaging). Proof points (quantified data to reduce cost or time to market or increase efficiencies). Industry research (Gartner Magic Quadrant, IDC reports, etc.).
Positioning statement	Blackcomb helps organizations migrate Microsoft SQL Databases to the AWS cloud with an enterprise-grade management service to quickly create new storage environments that are scalable, highly available, and optimized for storage tiering. Blackcomb provides operational control with predictive insights to reduce customer database management costs by up to 70%. Blackcomb is available for customers to buy and deploy within minutes in AWS Marketplace and consume and pay for services based on their preferred contract model.
Tagline	Migrate Windows SQL database to AWS with reliability, agility and speed.

Product detail page



Your offering

Customers can turn Blackcomb on in minutes with the ability to quickly and easily try, buy, and deploy the service through AWS Marketplace with flexible consumption and contract models of AWS-verified, ready-to-run software.

Email



Differentiator

Blackcomb delivers 70% better TCO (Total Cost of Ownership) compared to on-premises database storage.

Paid search

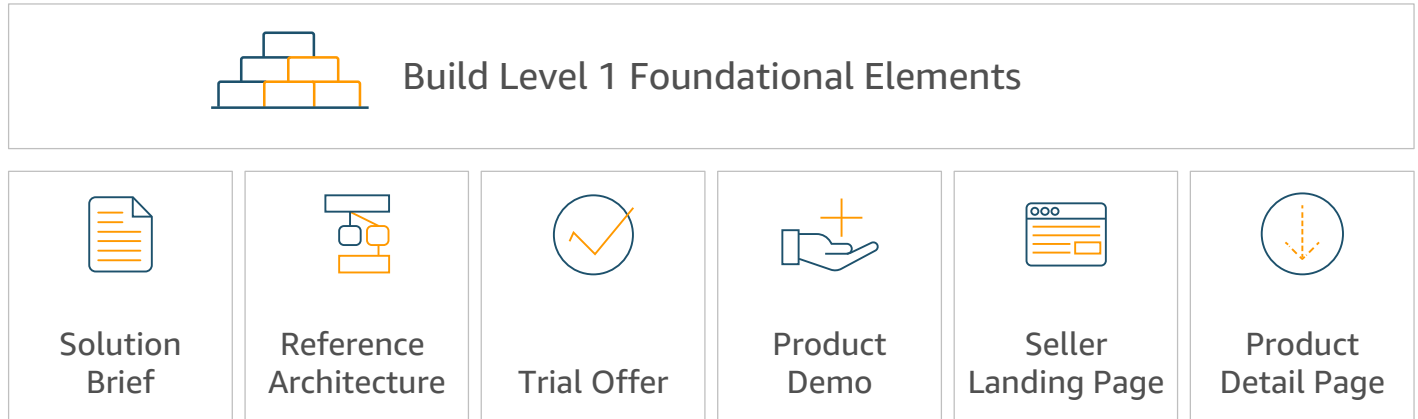


Tagline

Migrate Windows SQL database to AWS with reliability, agility and speed.

Build Level 1 Foundational Elements

Follow these instructions to create buyer-facing GTM level 1 foundational materials.



The following section provides guidance, examples, and templates to help you build foundational elements.

Each element includes a description, explains how it interacts with other elements and marketing campaign assets, and illustrates messaging alignment to the asset.



Build Level 1 Foundational Elements

**Solution Brief**Reference
Architecture

Trial Offer



Product Demo

Seller
Landing PageProduct
Detail Page

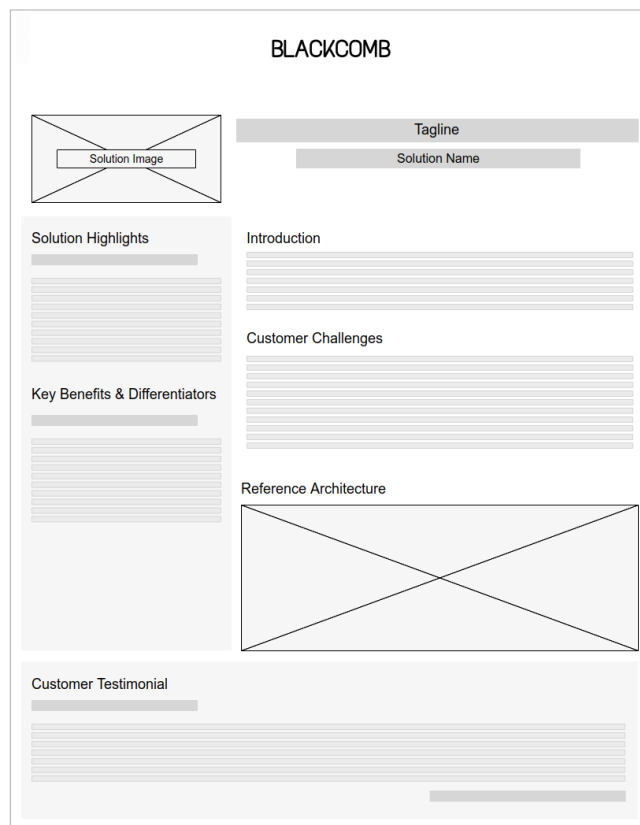
A **solution brief** is a document that defines your offering and its alignment to the cloud journey, its specific use case, and the value to customers. It typically speaks to specific audiences, can include technical diagrams, and is sometimes called a data or product sheet.

Your solution brief should be included in your AWS Marketplace Product Detail Page and on any landing pages promoting your offering.

Messaging

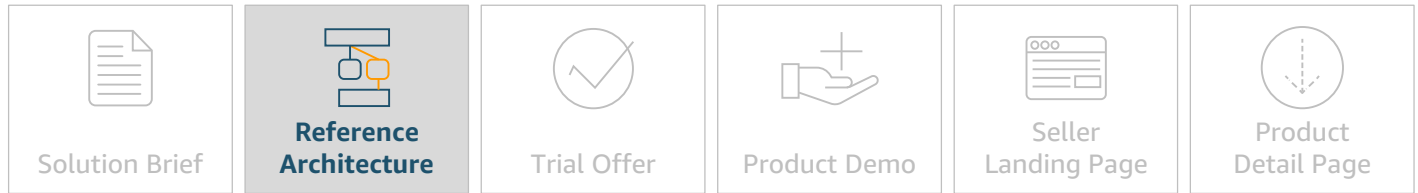
Your solution brief is typically a one or two page PDF. The following messaging elements should be included:

- **Use case** – Include a use case in your brief.
- **Positioning statement** – Introduce your solution.
- **Customer challenges** – Explain customer challenges.
- **Customer outcomes** – Illustrate as takeaways within your brief, supported by the customer challenges and use case.
- **Offering capabilities** – Highlight offering capabilities as supporting points to customer outcomes.



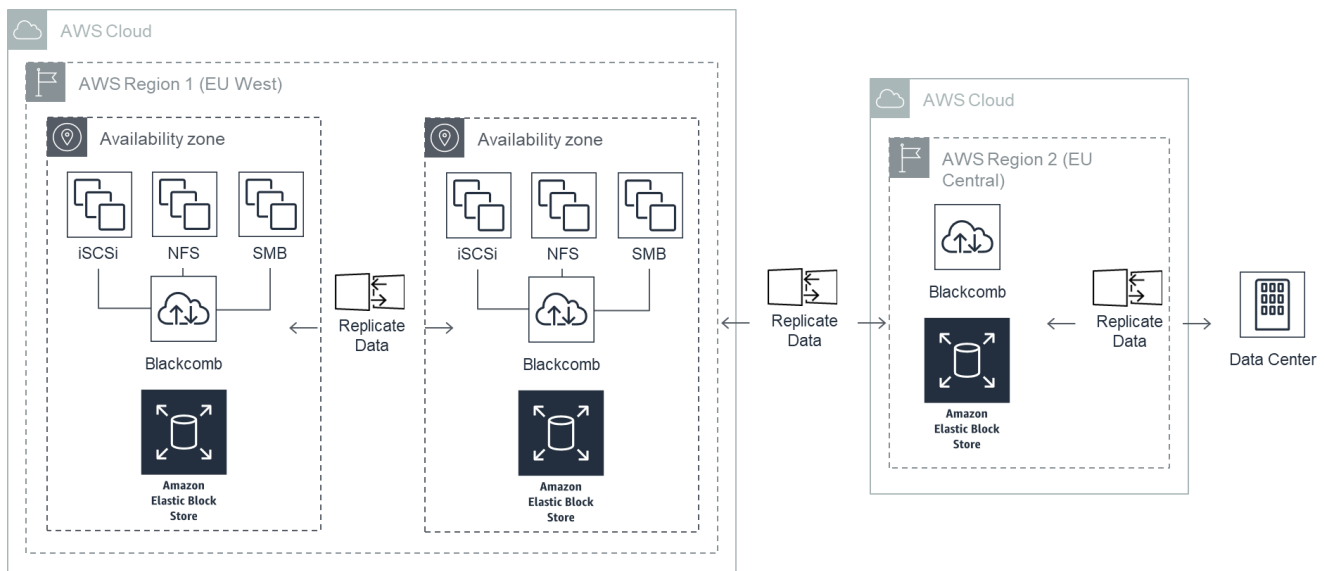


Build Level 1 Foundational Elements



A **reference architecture** is a visual depiction of your AWS Marketplace offering and its alignment to AWS' cloud platform. It is used to define the hardware, software, processes, specifications, and configurations utilized in solution deployment, as well as logical components and interrelationships between IT devices and processes within the content of an AWS delivery model.

Include your reference architecture diagram in your landing pages and product detail pages, as it provides details on how your solution aligns to AWS. The following is an example of a reference architecture diagram based on the Blackcomb example.



Messaging

Reference architectures are typically technical diagrams that are not copy-centric. Messages help support the reference architecture, with intro paragraphs and other supporting text.



Build Level 1 Foundational Elements



Solution Brief

Reference
Architecture**Trial Offer**

Product Demo

Seller
Landing PageProduct
Detail Page

A **trial offer** is a value-add incentive to buyers, with the intent of initiating engagement and interest around your promoted offering in AWS Marketplace.

Your trial offer should be the primary call-to-action on your AWS Marketplace Product Detail Page, and will serve as the primary hook and conversion point on landing pages. There are several types of offers, including:

- **Request a demo** – A means for users to see how your offering works before making a purchase decision.
- **Free trial** – A way for users to try your offering with no commitment.
- **Subscribe in AWS Marketplace** – The primary means of purchasing your offering for consumers, depending on your pricing and contract model.

Promote your trial offer through GTM campaigns, feature it in ads, emails, and other campaign assets.

Messaging

Your trial offer should be fully supported by your messaging. Include the following messaging components:

- **Use case** – Provide concise customer outcomes based on your customer use case.
- **Your offering** – Compare the functional use of your offering, its features, and capabilities to its cost.
- **Tagline** – Entice potential customers to convert on your trial offer with a statement of the value and key benefits.

2.4 Product Demo Overview



Build Level 1 Foundational Elements



Solution Brief

Reference
Architecture

Trial Offer

**Product Demo**Seller
Landing PageProduct
Detail Page

A product demo is a video or webinar (or other presentation) of the capabilities and differentiators of your offering AWS Marketplace. It should demonstrate the specific use cases for your offering, the technical deployment, and how it solves customer challenges.

Your product demo video can be highlighted in your AWS Marketplace Product Detail Page, as well as supporting landing pages and other content. Webinars and other presentations can be promoted via marketing campaigns and shown at events.

Messaging

Your product demo should include multiple aspects from your messaging, including:

- **Use case** – Add use case as the framework for your demo.
- **Positioning statement** – Use this as an introduction to your demo.
- **Customer challenges** – Demonstrate how your offering solves these challenges.
- **Customer outcomes** – Highlight as takeaways from your demo – make sure they are emphasized within the demo's content.
- **Offering capabilities** – Include these as supporting points to outcomes.
- **Differentiators** – Address competitors and call attention to why your offering is the best fit for a potential customer.
- **Evidence** – Include at least one piece of evidence within your demo. A case study is a particularly good example, since it can show your offering in use.

2.5 Seller Landing Page Overview



Build Level 1 Foundational Elements



Solution Brief

Reference
Architecture

Trial Offer



Product Demo

**Seller
Landing Page**Product
Detail Page

Sellers landing pages are web pages hosted on your website that promote your offerings in AWS Marketplace. They also provide a connection path for buyers to procure through AWS Marketplace.

The seller's landing page provides awareness and education of your offering, while serving as a destination for campaign engagement. Drive traffic to this landing page from ads and emails, and cross-link from your AWS Marketplace Product Detail Page.

Content on your landing page


Your seller landing page should include the following content:

- **Tagline** – Introduce your seller landing page on your website.
- **Positioning statement** – Provide necessary details and expand on your introductory content.
- **Reference architecture** – Include a diagram or a downloadable link to this content on your page.
- **Solutions brief** – Include details from your solutions brief on this page and a link to download the content.
- **Product demo** – Use a product demo video to provide page viewers with more information about your AWS Marketplace offering.
- **Evidence** – Include at least one piece of evidence within your landing page – either a testimonial or a case study quote with a downloadable link to a full case study.
- **Call-to-action** – Include a call-to-action to learn more and procure your offering on your AWS Marketplace Product Detail Page.

2.5.1 Seller Landing Page Asset Structure

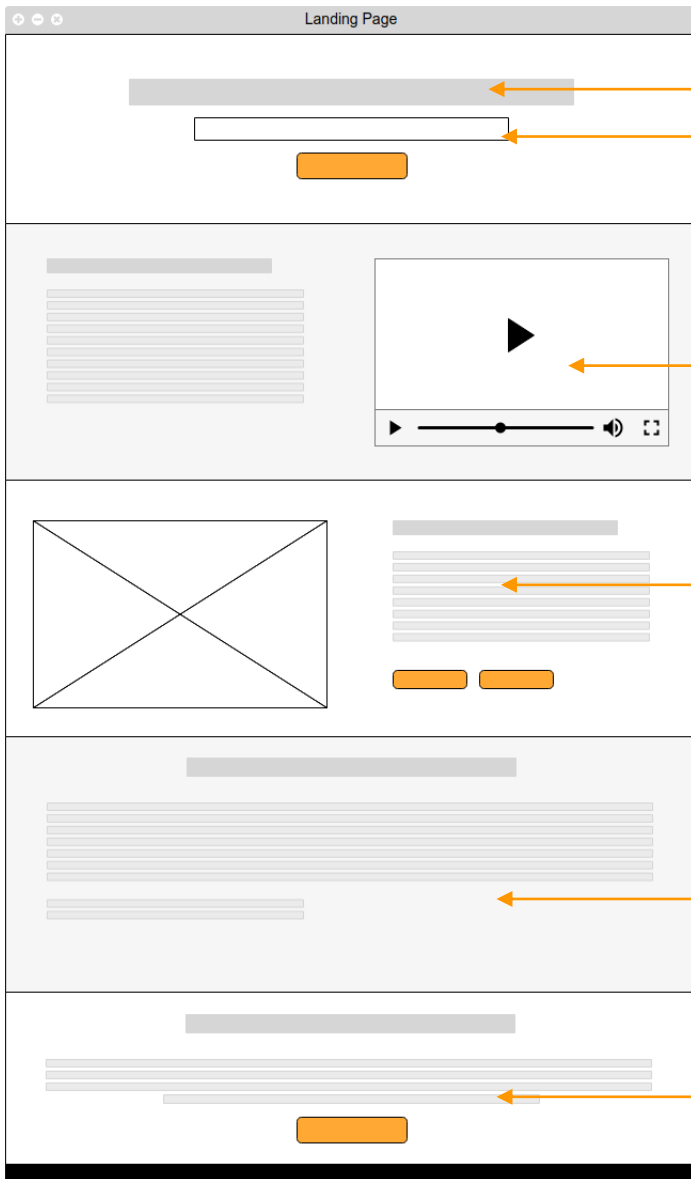
LEVEL 1 FOUNDATIONAL ELEMENT DEVELOPMENT



 Build Level 1 Foundational Elements

 Solution Brief	 Reference Architecture	 Trial Offer	 Product Demo	 Seller Landing Page	 Product Detail Page
---	---	--	---	---	--

Develop a web page on your company’s website that includes the following components and incorporates specific elements of your messaging.



Headline (H1):

60 characters or less, aligns to messaging from ad or email to maintain consistency.

Subheader:

30 characters or less, expands upon the messaging in your headline.

Video or hero image: Use single focal point, integrate your brand.

Featured content: Incorporate trust indicators, social proof, key differentiators, and the like to educate users and support key calls to action.

Call-to-action buttons: Include action statement.

[Go to example](#)

2.5.2 Seller Landing Page Asset Messaging

LEVEL 1 FOUNDATIONAL ELEMENT DEVELOPMENT



Build Level 1 Foundational Elements



Solution Brief

Reference
Architecture

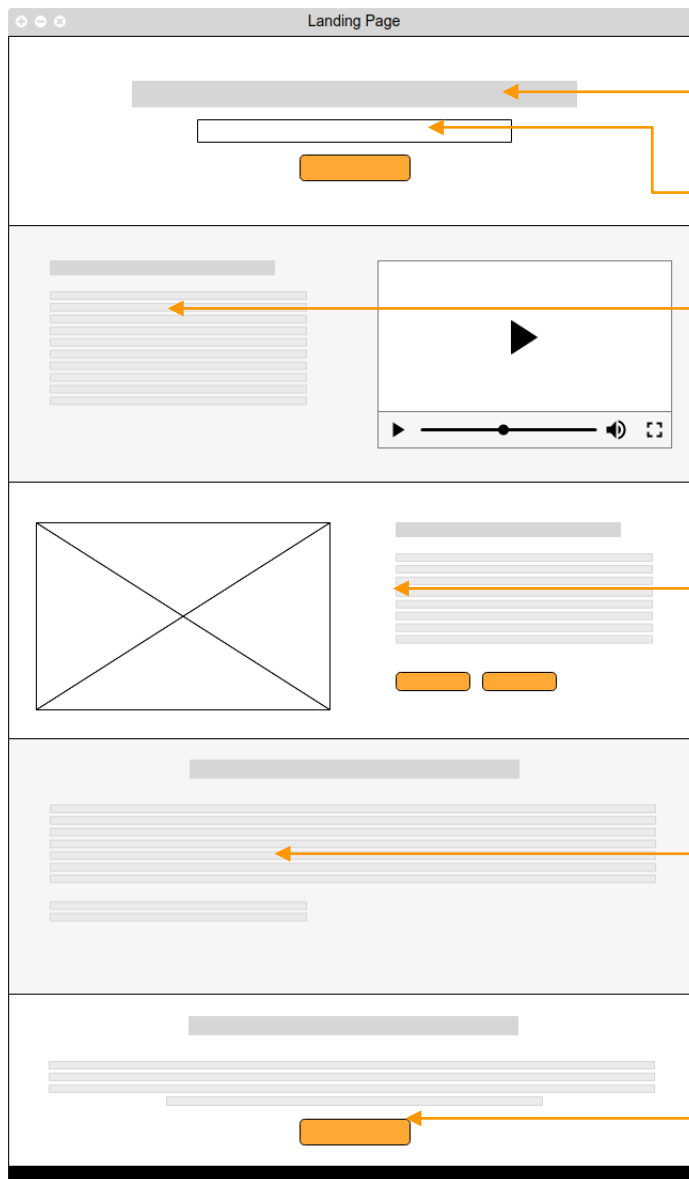
Trial Offer



Product Demo

Seller
Landing PageProduct
Detail Page

Utilize your completed messaging exercise to write landing page content that aligns to your offering in AWS Marketplace.

**Headline (H1):**

Clearly label your offering.

Subheader: Utilize your tagline here.**Offering intro:** Use your positioning statement to introduce your product demo.**Architecture:** Use the "Your Offering" section from your message to provide details on how your offering works.**Testimonial section:** Use evidence to provide third party support for your offering.**Call-to-action:** Link to your AWS Marketplace Product Detail Page with a compelling call-to-action here.
[Go to example](#)

2.5.3 Seller Landing Page Asset Example

LEVEL 1 FOUNDATIONAL ELEMENT DEVELOPMENT



Build Level 1 Foundational Elements

Solution Brief

Reference Architecture

Trial Offer

Product Demo

Seller Landing Page

Product Detail Page



Headline (H1):

Blackcomb and AWS Marketplace are identified.

Subheader:

Blackcomb's tagline gives the user context here.

What is Blackcomb?

Blackcomb helps organizations migrate Microsoft SQL Databases to the AWS cloud with an enterprise-grade management service to quickly create new storage environments that are scalable, highly available, and optimized for storage tiering. Blackcomb provides operational control with predictive insights to reduce customer database management costs by up to 70%. Blackcomb is available for customers to buy and deploy within minutes in AWS Marketplace and consume and pay for services based on their preferred contract model.



Offering intro:

Blackcomb's positioning statement makes a good introduction to their product on this landing page.

Blackcomb Architecture & Cost

Blackcomb gives users management capabilities to simplify SQL database migration and management in AWS cloud -

1. business continuity with zero-RPO
2. less than 60-second RTO high availability failover and fallback processes
3. data protection with cost-effective, consistent, and application-aware snapshots
4. easy and secure data replication, migration, and synchronization with Blackcomb data replication
5. hybrid cloud support, and full integration with RESTful API calls.

Customers can turn Blackcomb on in minutes with the ability to quickly and easily try, buy, and deploy the service through AWS Marketplace with flexible consumption and contract models of AWS-verified, ready-to-run software.

Download Diagram

Download Solutions Brief

Architecture:

Blackcomb's "Your Offering" section from messaging gives details on how the offering works.

What Our Customers are Saying

"Blackcomb's cloud migration service on AWS Marketplace is the perfect blend of functionality and cost-management for our cloud migration needs. Blackcomb delivers fast performance and gives me a full-stack view of all applications running, and billing is a breeze through our existing AWS S3 environment."

*Susan Johnson, Senior Technology Operations Director
Awesome Client Company*

Testimonial section:

Use evidence here to provide third party support for your offering.

Get Started With Blackcomb Today

Ready to get started? Move your first application today with simple spin up time in our usage-based pay-as-you-go pricing in AWS Marketplace. Add verified, ready-to-run software on AWS and see how Blackcomb and AWS Marketplace work better together for you.

Learn More

Call-to-action:

Link to your AWS Marketplace Product Detail Page with a compelling call-to-action here.

2.6 Product Detail Page Overview



Build Level 1 Foundational Elements



Solution Brief

Reference
Architecture

Trial Offer



Product Demo

Seller
Landing Page**Product
Detail Page**

AWS Marketplace Product Detail Pages (PDP) are structured pages hosted within the AWS Marketplace digital catalog. It's critical to align and reinforce key messages in PDPs as they will frequently be leveraged as a core element of your campaign.

How to use your PDP

- **Product awareness:** Use your PDP as an optional destination for educational landing pages or follow-up nurturing emails within awareness campaigns.
- **Demand generation:** Your PDP will be the critical conversion point for your demand generation campaigns. It is commonly an asset and destination in which marketing tactics drive traffic.
- **Webinar/demo presentation:** Use your PDP as a call-to-action offering at the end of your webinar or demo presentation, and as an offer in your follow-up lead nurturing emails.
- **Event promotion:** Use your PDP as a follow-up offer in your lead nurturing emails, post-event.

NOTE: The format of your AWS Marketplace PDP will vary according to your specific pricing and contract model.



Build Level 1 Foundational Elements



Solution Brief

Reference
Architecture

Trial Offer



Product Demo

Seller
Landing Page**Product
Detail Page**

Make your PDP stand out

Optimize your product detail page to attract and engage customers. Below are tips to help you make your PDP stand out.

Messaging

1. A clear, succinct **value proposition** can set your PDP apart. Ensure the first line of your product description clearly explains what you are selling and why it has value. This first line is what appears in the search result. Do not use hyperboles or unnecessary language.
2. In your **product overview**, include messaging about security, adaptability, and agility. When surveyed, customers identified these 3 areas as what they look for when evaluating new software.
 - **Security:** How your solution keeps your customers' data secure even if your offering is not related to security.
 - **Adaptability:** How your offering serves different use cases and how it can adapt to fit your customer's unique needs.
 - **Agility:** How your product helps your customer accomplish tasks faster.

Fundamentals

3. **High quality logos** are an important component of your page. Both your company and/or product logo should have a transparent background. Your product logo should be 120 to 640 pixels, with a 1:1 or 2:1 ratio. Your company logo should be 220 x 220 pixels, allowing for 10 pixels of padding on each side.
4. **Usage instructions** must be clear and easily understood for users to configure and run your software. Write instructions for a moderately technical buyer who is not necessarily an engineer. Take the buyer from 1-click launch all the way to using the product, including any configuration or special steps to get the application running.

2.6 Product Detail Page Overview



Build Level 1 Foundational Elements



Solution Brief

Reference
Architecture

Trial Offer



Product Demo

Seller
Landing Page**Product
Detail Page**

Make your PDP stand out

Messaging, continued

5. **Support information** including email addresses, phone numbers, and links to a FAQ page show your customers that you are available to help them.
6. **Links** are an important resource for customers. Make sure all links work and are maintained while your page is live.

Discoverability and search engine optimization (SEO)

7. Enter **keywords** (single words or phrases) related to your product that you think your potential customers will search when they are looking for your solution. Customers might search for outcomes or specific features. Don't repeat your product title because it is already indexed in the search.
8. Choose up to three **software categories** for your product to ensure it is properly cataloged and easily found by customers.
9. Include **metadata descriptions** to help your PDP rank higher.
10. **Customer reviews** play a valuable role in how your product ranks in the search results. Request reviews to show your credibility with other customers and increase your position in search results.
11. Review your PDP quarterly to ensure it contains the latest information about your product and to fine-tune the keywords to improve your ranking.

For more information on how to set up your PDP, visit the [AWS Marketplace Seller Guide](#).

2.6.1 Product Detail Page Asset Messaging

LEVEL 1 FOUNDATIONAL ELEMENT DEVELOPMENT



Build Level 1 Foundational Elements



Video: Include a video to showcase your product.

Product overview: Utilize your positioning statement to communicate the benefits users can expect if they use your offering, and provide clarity to help users fully understand how your offering works.

Pricing information: Include information on your pricing structure to provide details for different use cases for your offering.

Customer reviews: Work to earn reviews from satisfied buyers to help support and validate your messaging.



Top description: Pulls from the first few lines of the product overview below.

Free trial: Promote a free trial at the top of the page so customers can see it quickly.

Highlights: Incorporate your offering capabilities and differentiators to quickly call out what your offering provides to users. These highlights are searchable within the AWS Marketplace, so communicate them clearly to attract prospects.


Usage information: Provide technical usage information to support your offering capabilities and differentiators.


Support information: Include important details and standout information about your support to build customer confidence.

2.6.1 Product Detail Page Asset Example


LEVEL 1 FOUNDATIONAL ELEMENT DEVELOPMENT




 Build Level 1 Foundational Elements




Solution Brief




Reference Architecture




Trial Offer




Product Demo



Seller Landing Page



Product Detail Page



Blackcomb
Sold by: **Blackcomb**

Migrate Windows SQL Database to AWS with reliability, agility, and speed

★★★★★ (3)

[Free Trial](#)

[Continue to subscribe](#)

[Save to list](#)

Overview

Pricing

Usage

Support

Reviews

Product Overview

Blackcomb helps organizations migrate Microsoft SQL Databases to the AWS Cloud with an enterprise-grade management service to quickly create new scalable, available storage environments optimized for storage tiering. Blackcomb provides operational control with predictive insights to reduce customer database management costs by up to 70 percent. Blackcomb is available buy and deploy within minutes in AWS Marketplace.

Highlights

- Agility: Create new storage environment within minutes and extend storage into AWS Cloud.
- Flexibility: Supports flexible configurations including iSCSI, Network File System (NFS), Server Message Block (SMB) and scale without data disruption.
- Operational Efficiency: Predictive data analytics, proactive support (active IQ), and workflow management tools to achieve high availability.


Pricing Information

This software is priced along a consumption dimension. Your bill will be determined by the number of hosts you use per hour. Additional taxes or fees may apply

Blackcomb	
Hosts	Cost
Any Micro, Small or Medium EC2 instance types	\$0.01/host/hour
Any Large EC2 instance types	\$0.03/host/hour
Any Xlarge or larger EC2 instance types	\$0.06/host/hour
Other cloud - 1 Core	\$0.01/host/hour
Other cloud - 2 Core	\$0.03/host/hour
Other cloud - 4+ Core	\$0.06/host/hour
Data Center/Not Cloud	\$0.06/host/hour
Amazon Workspaces	\$0.01/host/hour

Usage Information

Fulfillment Options

 **Software as a Service (SaaS)**
Software as a service is a delivery model for software applications whereby the vendor hosts and operates the application over the Internet. Customers pay for using the software without owning the underlying infrastructure. With SaaS Subscriptions, customers will pay for usage through their AWS bill.

End User License Agreement
By subscribing to this product you agree to terms and conditions outlined in the product
[End User License Agreement \(EULA\)](#)

Support Information

Visit our website for FAQs and other support information.
<http://support.blackcomb.com>

If your request or question cannot be answered on the website, or you'd like further support, please contact us at support@blackcomb.com

AWS Infrastructure
AWS Support is a one-on-one support channel that is staffed 24x7x365 with experienced support engineers. AWS Support offers four support plans: Basic, Developer, Business, and Enterprise. The Basic plan is free of charge and offers support for account and billing questions and service limit increases. The other plans offer an unlimited number of technical support cases with pay-by-the-month pricing and no long-term contracts, providing the level of support that meets your needs. [Learn more](#)

Customer Reviews

"Blackcomb's cloud migration service on AWS Marketplace is the perfect blend of functionality and cost-management for our cloud migration needs. Blackcomb delivers fast performance and gives me a full-stack view of all applications running, and billing is a breeze through our existing AWS S3 environment."

- Susan Johnson, Senior Technology Operations Director, Awesome Client Company

[Write a Review](#)

Share your thoughts about this product

[Write Review](#)

Top description:

Provides a clear and concise value prop.

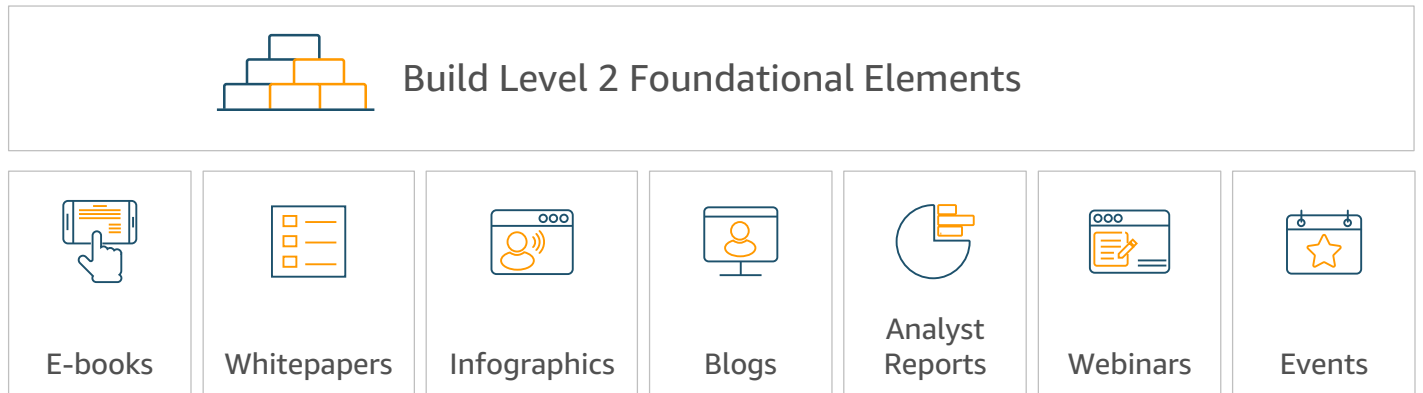
Highlights: Shows how the solution is adaptable and agile.

Pricing information: Details the pricing structure for different use cases.

Support information: Includes information that your customer will need if they require additional support and basic information on AWS infrastructure.

Build Level 2 Foundational Elements

Follow these instructions to create buyer-facing GTM level 2 foundational materials.



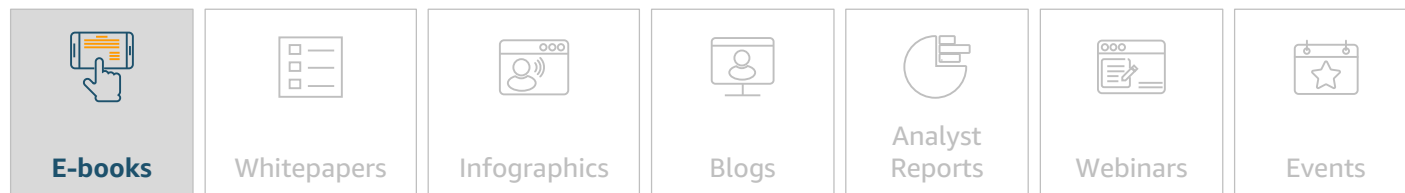
AWS Marketplace recommends developing level 2 marketing assets to further elevate the positioning of your offering and provide a deeper engagement experience with GTM campaigns.

This section provides guidance on the development of these content categories.

Each element is presented with a description of the element, how it interacts with other elements and marketing campaign assets, and how to incorporate your messaging into the element.



Build Level 2 Foundational Elements



E-books are PDFs or EPUB files, which typically include topic-driven content specific to an industry, use case, challenge, or solution that allows you to go in-depth on how your offering works. They are most useful for users still in awareness and educational stages of your marketing funnel.

E-books can be included on landing pages or referenced on your AWS Marketplace Product Detail Page. They can also be used for contact and marketing lead generation, but will need to be nurtured into sales qualified opportunities (SQOs).

Messaging

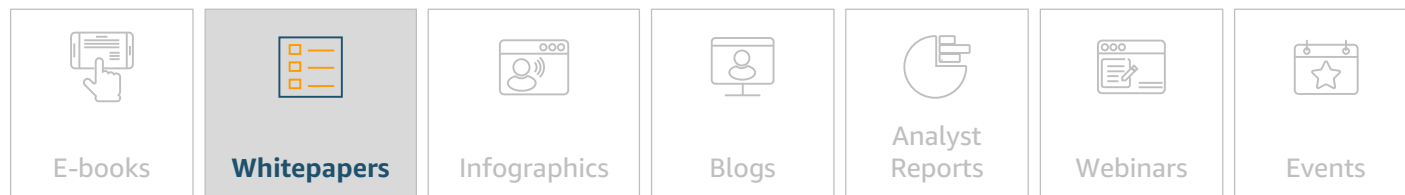
Your e-book is a long format piece of content where extensive detail will be discussed:

- **Use case** - Feature a specific customer use case.
- **Target market** – Cater to an audience by focusing on a specific industry, persona, and/or region.
- **Positioning statement** – Reinforce the value of your offering with the positioning statement.
- **Customer challenges** – Detail customer challenges to set up solutions presented in your e-book.
- **Customer outcomes** – Provide customer outcomes as takeaways from your e-book based on customer challenges and evidence.

2.8 Whitepapers Overview



Build Level 2 Foundational Elements



Whitepapers are professionally published documents that share research, proprietary studies or surveys, and discuss industry trends.

Include whitepapers as additional information in your product detail pages and landing pages, or gate them to use as lead generation opportunities for marketing accepted leads.

Messaging

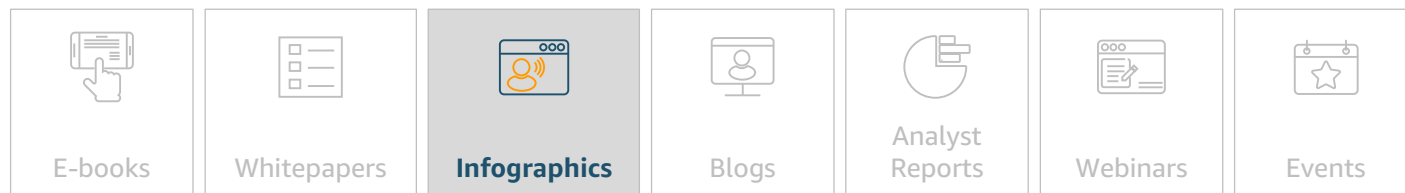
Whitepapers are more technical in nature, and will encompass many components from your completed messaging exercise:

- **Use case** – Include in your whitepaper to frame the research or proprietary info you are sharing.
- **Positioning statement** – Leverage as introduction to your research and findings.
- **Customer challenges** – Reference challenges to frame your topic.
- **Customer outcomes** – Highlight value add to buyers.
- **Offering capabilities** – Define customer requirements and showcase solutions.
- **Differentiators** – Apply research to frame the validity of your differentiators.
- **Evidence** – Validate results with quantitative research and proof points.

2.9 Infographics Overview



Build Level 2 Foundational Elements



Infographics are typically diagrams of a solution, problem, or research, combining information with data visualization to convey information in an interesting way.

Include links to infographics in AWS Marketplace Product Detail Pages and display them on your landing pages. They could also be used within other marketing content such as blogs or emails.

Messaging

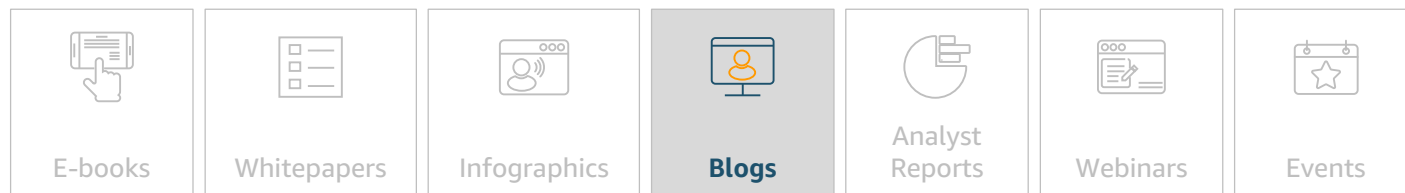
Infographic information will illustrate many possible scenarios, including both technical and functional messages. Align to the following:

- **Customer outcomes** – Highlight outcomes as part of your infographic.
- **Offering capabilities** – Show how these capabilities interact with AWS Cloud infrastructure.
- **Differentiators** – Display supporting differentiators using graphics, statistics, and images.
- **Evidence** – Provide case study results or other customer use case results that show use, cost, or other metrics could be utilized within an infographic.

2.10 Blogs Overview



Build Level 2 Foundational Elements



Leverage **blogs** to showcase industry expertise and insight, and to promote assets such as whitepapers and e-books. Buyers will be drawn to your content through organic search during early information gathering around challenges and solutions.

A blog's primary function is to demonstrate thought leadership and promote content, such as e-books, whitepapers, infographics, landing pages, and other conversion-focused marketing collateral. Blogs can be linked to from other pieces of content.

Messaging

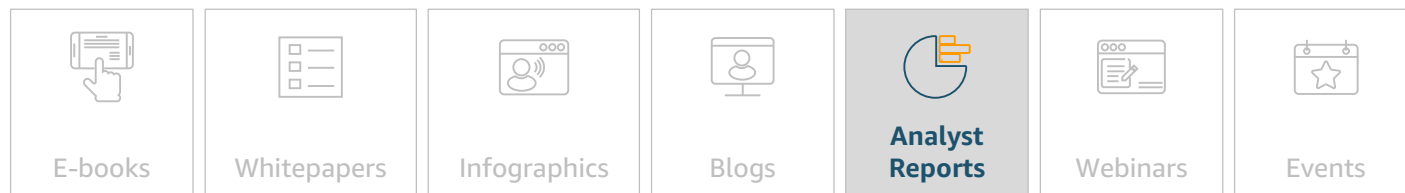
Blogs vary greatly between individual articles. You can write an entire blog about one specific customer challenge or customer outcome, or write a post detailing why a specific differentiator makes your offering stand out from the competition.

When a blog post is supporting a specific whitepaper, e-book, infographic, or other piece of content, it should utilize the same messaging elements that you used to inform the content within those assets.

2.11 Analyst Reports Overview



Build Level 2 Foundational Elements



Analyst reports are frequently created by organizations such as Gartner, Forrester, and other leading consulting and technical review organizations. Leverage key messages and evidence aggregated through Module 1: Message Development as part of your analyst submission/review process.

When published in an analyst report, be sure to highlight it in your AWS Marketplace Product Detail Page, seller landing page, and within other marketing content.

Messaging

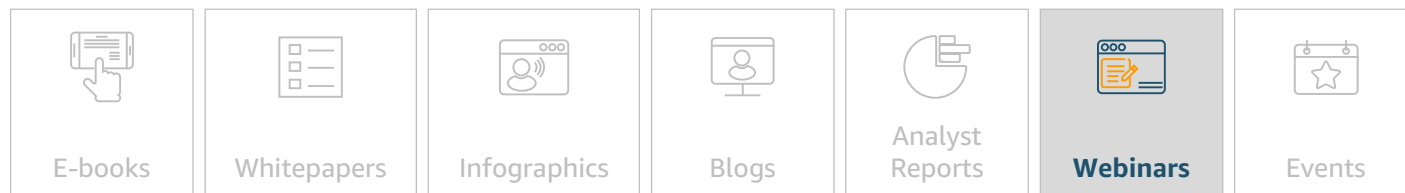
Analyst reports are generally very technical and capabilities-focused, leverage components from your messaging to promote the report in your marketing efforts.

- **Customer outcomes** – Highlight outcomes when promoting the analyst report can be effective to help users connect your offering to a favorable outcome.
- **Offering capabilities** – Showcase capabilities that are highlighted within reports.
- **Differentiators** – Utilize when a report mentions a specific differentiator that you can claim.

2.12 Webinars Overview



Build Level 2 Foundational Elements



A **webinar** is an online presentation (recorded or live) that allows you to provide greater details on specific topic or demonstrate capabilities, such as an offering feature, case study, research study, or other relevant content.

Messaging

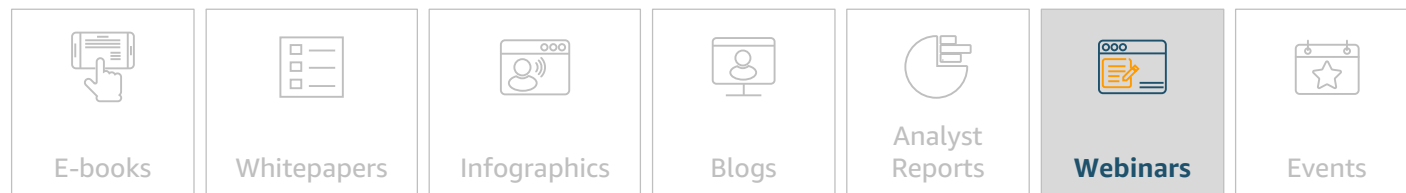
Webinar topics vary extensively; align elements from your completed messaging exercise into the showcased story:

- **Use case** – Support your offering's relevancy by discussing its use case.
- **Target market** – Target webinar registration to specific industries or personas.
- **Positioning statement** – Close webinars with a strong call-to-action and link to your offering.
- **Customer challenges** – Discuss specific challenges faced by buyers.
- **Customer outcomes** – Highlight positive outcomes and align to webinar content.
- **Offering capabilities** – Showcase features and technology benefits.
- **Evidence** – Validate customer impact by showcasing quantitative success.

[Additional resources](#)



Build Level 2 Foundational Elements



Pre-webinar planning and promotion

- Begin promoting your webinar at least four weeks in advance of the presentation date.
- Email your existing database with an invitation to attend the presentation. Segment according to product users and leads who have yet to convert. Ask your current users to share the invitation with others in their field.
- Leverage digital ads and email campaigns to drive traffic to your landing page promoting your webinar.
- Showcase the webinar details on campaign landing pages, and your website.

Webinar presentation

- Make your webinar actionable – don't overwhelm your audience with content that they can't use, that is derivative, or easily found elsewhere. Keep it succinct – try to keep the content to 30-60 minutes in length.
- Provide feature-based content should provide feature-based content – promote detailed "how-tos," timely news or features-based content, research studies, or similarly unique content that the intended audience can't find elsewhere.
- Make room in your webinar for questions and be sure to interact with attendees if at all possible.
- Close your webinar with a strong call-to-action for a product trial, whitepaper, or other offering that will keep the user engaged with your marketing activities.

Post webinar follow-up

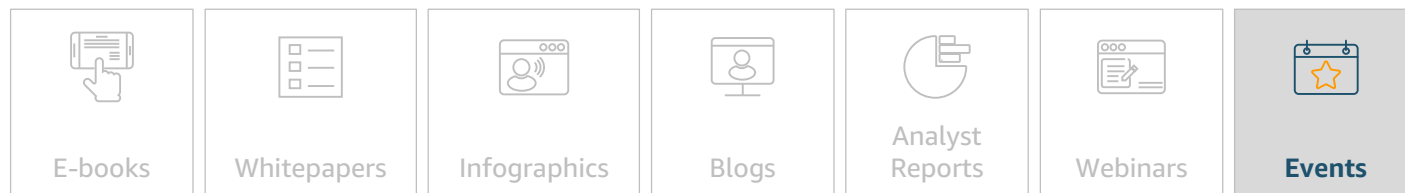
- Upload webinar registration and attendee lists into your CRM system (ex: Salesforce).
- Follow up with leads within 48 hours with digital nurture emails.
- Leverage trial offers (free trials, demos), as buyer incentives.

2.13 Marketing Events Overview

LEVEL 2 FOUNDATIONAL ELEMENT DEVELOPMENT



Build Level 2 Foundational Elements



Marketing events are in-person opportunities to connect with buyers in a captive setting. Marketing events assume many shapes: national and regional industry conferences, roundtables, focus groups, advisory boards, focus groups, user groups, industry networking, customer appreciation, and more.

Messaging

Events leverage key messages across a number of materials: event promotion strategies, booth graphics including printed and digital signage, supporting presentations, digital and printed hand-outs, video development, and post event nurturing.

Align relevant messages to the strategy and focus of your marketing event and supporting materials:

- **Use case** – Demonstrate within event materials, including videos and presentations.
- **Target market** – Tailor your event experience around the audience.
- **Positioning statement** – Provide introductory content for prospects who interact with your presentation space or booth.
- **Customer challenges** – Utilize customer challenges to attract potential customers.

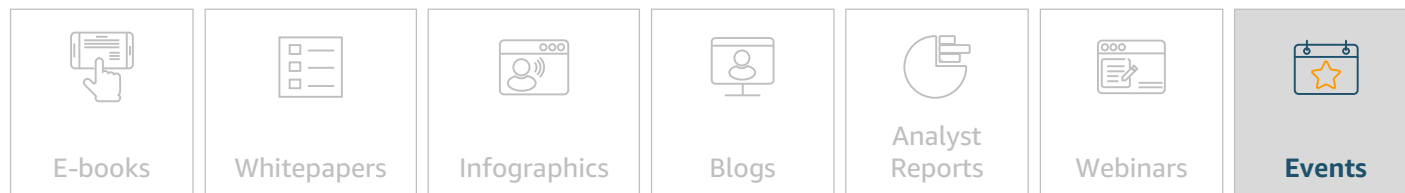
Additional resources

2.13.1 Marketing Event Strategies

LEVEL 2 FOUNDATIONAL ELEMENT DEVELOPMENT



Build Level 2 Foundational Elements



Leveraging digital strategies for marketing event success

Marketing events are in-person and/or digital experiences that connect sellers with buyers in a captive setting. Marketing events assume many shapes: national and regional industry conferences, roundtables, focus groups, advisory boards, user groups, industry networking, customer appreciation, webinars, and more.

AWS Marketplace recognizes the criticality of marketing events and the role they offer as key, interaction points with buyers. Events offer unique opportunities to drive awareness, showcase announcements, generate demand, and close opportunities.

In an effort to maximize ROI on event investments, AWS Marketplace recommends incorporating digital campaigns and tactics to enhance and amplify your marketing event experience for lead generation purposes, specifically around:

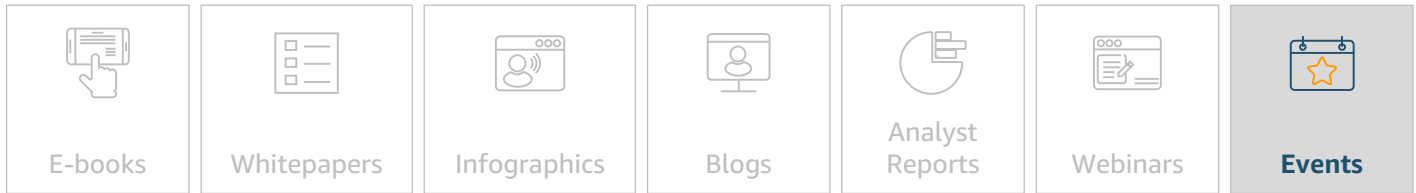
- Pre-event promotion.
- Event day promotion.
- Post-event follow-up and nurturing.

Leverage similar promotional assets and channels for marketing events, just as you do for other campaign types. Define your business goals, target market, use cases, and event themes, then select a marketing campaign strategy to promote your event.

Additional resources



Build Level 2 Foundational Elements



Pre-event planning and promotion

- Define your theme and customer use cases to inform your target audience how your offering can achieve customer outcomes.
- Promote events and drive attendance through digital channels.
- Leverage customer offers such as free subject matter expert (SME) consultations and trials that can be delivered at the event. This will identify potential buyers and maximize event face-to-face interactions with a value-add experience.

Event day promotion

- Set up short presentations at the booth on focused use cases.
- Have your technical and business SMEs talk to buyers on solutions and AWS Marketplace offerings.
- Leverage foundational level 2 assets and content during your event (e-books, infographics, videos, whitepapers, digital signage).

Post-event follow-up

- Upload event registration and attendee lists into your CRM system (ex: Salesforce).
- Follow up with leads within 48 hours with digital nurture emails.
- Provide trial offers as buyer incentives.

Build Campaign Elements

Components of campaign elements

Leverage emails, Facebook ads, LinkedIn ads, and paid search ads, which will be used as promotional, nurturing, and retargeting assets in your GTM campaigns.



Promotional assets: Marketing tactics and channels that drive traffic to your foundational elements.



Nurturing assets: Activities that take place after goal activity engagement or conversion in order to move the user to the next stage of your marketing and sales funnel.



Retargeting assets: Any asset that is delivered to users if they do not engage with the desired activity on your **foundational elements**.

The following sections provide prescriptive guidance, wireframes, and examples to help you build assets for use in your marketing campaigns. Align your messaging framework throughout, incorporating it into every asset you create.



Build Campaign Elements



Campaign
Landing Page



Email



Facebook



LinkedIn



Paid Search

Each element includes the following:

- An overview with a detailed description and use of each element.
- A structure with a detailed wireframe populated with best practices.
- A messaging wireframe with specific call-outs on how to incorporate your messaging exercise.
- An example with messaging explicitly called out.

2.14 Campaign Landing Page Overview



Build Campaign Elements

**Campaign
Landing Page**

Email



Facebook



LinkedIn



Paid Search

A **campaign landing page** is used to promote your content and programs that support your offerings in AWS Marketplace such as product demos and free trials.

Use these landing pages as a place to collect engagement activity and trigger retargeting tactics. Drive traffic to these assets from ads and emails and respond to user behavior based on their interactions with these pages, such as retargeting users who do not convert, or enrolling users who do convert on your landing page offer into lead nurturing email workflows that encourage them to eventually procure your full product from your AWS Marketplace Product Detail Page.

Use of landing pages

- **Awareness:** Educate buyers early on in their buyer's journey through landing pages. Leverage them to promote your values, innovation, and your offering.
- **Demand generation:** Inform your lead generation efforts with landing pages, tracking customer engagement. Keep demand generation pages focused on the offer in question, and link different buyer stages together using nurturing assets.
- **Webinar/demo presentation:** Capture users for a specific online event like a webinar or a demo. Retarget visitors who don't convert.
- **Event promotion:** Provide information to users about your event. Drive promotional ads to your event landing page, then respond via email with details and offers.

2.14.1 Campaign Landing Page Asset Structure

CAMPAIGN ASSET DEVELOPMENT



Build Campaign Elements



**Campaign
Landing Page**



Email



Facebook



LinkedIn



Paid Search

Develop a web page on your company's website that includes the following components and incorporates specific messaging elements.



Headline (H1):

60 characters or less, 60 characters or less, aligns to messaging from ad or email to maintain consistency.

Subheader:

30 characters or less, expands upon the messaging in your headline.

Form: Implement a form to collect contact info from users visiting your landing page.

Featured content: Incorporate trust indicators, social proof, key differentiators, and the like to educate users and support key calls to action.

Call-to-action buttons: Include action statement.

[Go to example](#)

2.14.2 Campaign Landing Page Asset Messaging

CAMPAIGN ASSET DEVELOPMENT



Build Campaign Elements



**Campaign
Landing Page**



Email



Facebook



LinkedIn



Paid Search

Utilize your completed messaging exercise to write landing page content that aligns your offering in AWS Marketplace product with your target audiences' needs.



Headline (H1):

Clearly label your offering.

Subheader:

Utilize your tagline here.

Product intro: Use the "Your Offering" section from your message to provide details on how your offering works.

Product demo: Use offer information to introduce your product demo.

Capabilities and differentiators:

Create a simple bulleted list of features, capabilities, and differentiators from your messaging exercise.

Call-to-action: Link to your AWS Marketplace Product Detail Page with a compelling offer, or promote a demo or free trial.

[Go to example](#)

2.14.3 Campaign Landing Page Asset Example

CAMPAIGN ASSET DEVELOPMENT



Build Campaign Elements



Campaign Landing Page



Email



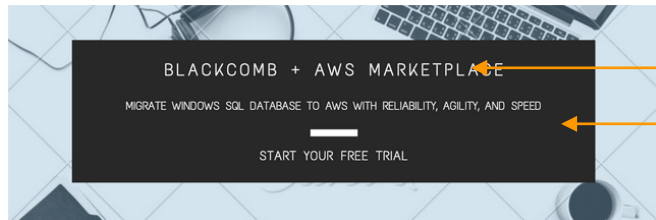
Facebook



LinkedIn



Paid Search



Headline (H1):
Blackcomb and AWS Marketplace are identified.

Subheader:
Blackcomb's tagline gives the user context here.

Spin Up Blackcomb and Start Migrating Your Databases Today.

Blackcomb is the enterprise-grade solution for managing databases in the cloud.

Blackcomb gives users management capabilities to simplify SQL databases migration and management in AWS cloud:

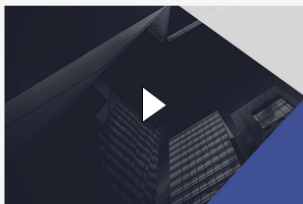
1. business continuity with zero-RPO
2. less than 60-second RTO high availability failover and failback processes
3. data protection with cost-effective, consistent, and application-aware snapshots
4. easy and secure data replication, migration, and synchronization with Blackcomb data replication
5. hybrid cloud support, and full integration with RESTful API calls.

Customers can turn Blackcomb on in minutes with the ability to quickly and easily try, buy, and deploy the service through AWS Marketplace with flexible consumption and contract models of AWS-verified, ready-to-run software.

Start Your Free 30-Day Trial Today

[Start Trial](#)

Product intro: Blackcomb's "Your Offering" section from messaging gives details on how the offering works.



What is Blackcomb?

Blackcomb helps organizations migrate Microsoft SQL Databases to the AWS cloud with an enterprise-grade management service to quickly create new storage environments that are scalable, highly available, and optimized for storage tiering. Blackcomb provides operational control with predictive insights to reduce customer database management costs by up to 70%. Blackcomb is available for customers to buy and deploy within minutes in AWS Marketplace and consume and pay for services based on their preferred contract model.

Product demo: Blackcomb's offering information makes a good introduction to the offering on this landing page.

Why Use Blackcomb?

- **Optimization:** Blackcomb optimizes your IO with Blackcomb File Layout, path parallelization, and caching that delivers higher IOPS and lower latencies. It enables you to present information up to 20x faster
- **Total Cost of Ownership:** Blackcomb delivers 70% better TCO compared to on-premises database storage.
- **Reduce Footprint:** Helps reduce on-premises storage footprint by supporting all versions of SMB (Server Message Block), NFS (Network File Server) & iSCSI protocols

Key Capabilities

- **Agility:** Create new storage environment within minutes and extend storage to AWS cloud.
- **Flexibility:** Supports flexible configurations including iSCSI, Network File System (NFS), Server Message Block (SMB) and scale without data disruption.
- **Operational Efficiency:** Predictive data analytics, proactive support (active IQ), and workflow management tools to achieve high availability.

Capabilities and differentiators: Two simple bulleted lists drawn from the messaging document provide further details to help users learn about Blackcomb.

Ready to get started?

Ready to get started? Move your first application today. Start your free 30-day trial and see how Blackcomb and AWS Marketplace solve your Windows SQL Database migration needs with speed and agility.

[Free Trial](#)

Call-to-action: Link to your AWS Marketplace Product Detail Page with a compelling offer, or promote a demo or free trial here.



Build Campaign Elements

Campaign
Landing Page**Email**

Facebook



LinkedIn



Paid Search

Email is one of the most effective communication channels available, and should be prominently featured in your marketing campaigns.



Promotional assets: Email is the perfect tool for promoting new activities, new products, services, content, events, etc.



Nurturing assets: Email should be your primary follow-up channel – when a user converts on your offer, respond via email with a thank you, instructions for what comes next, and a preview for the next step ahead, like a free trial to a paid subscription.

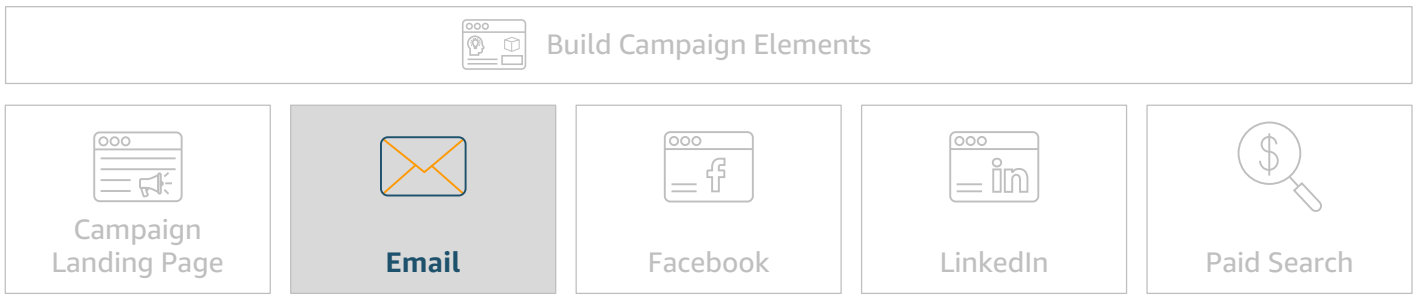


Retargeting assets: Use email to reach out to users within your database who have engaged with your content but not yet converted. Consider a trial or other incentive to entice them to convert.

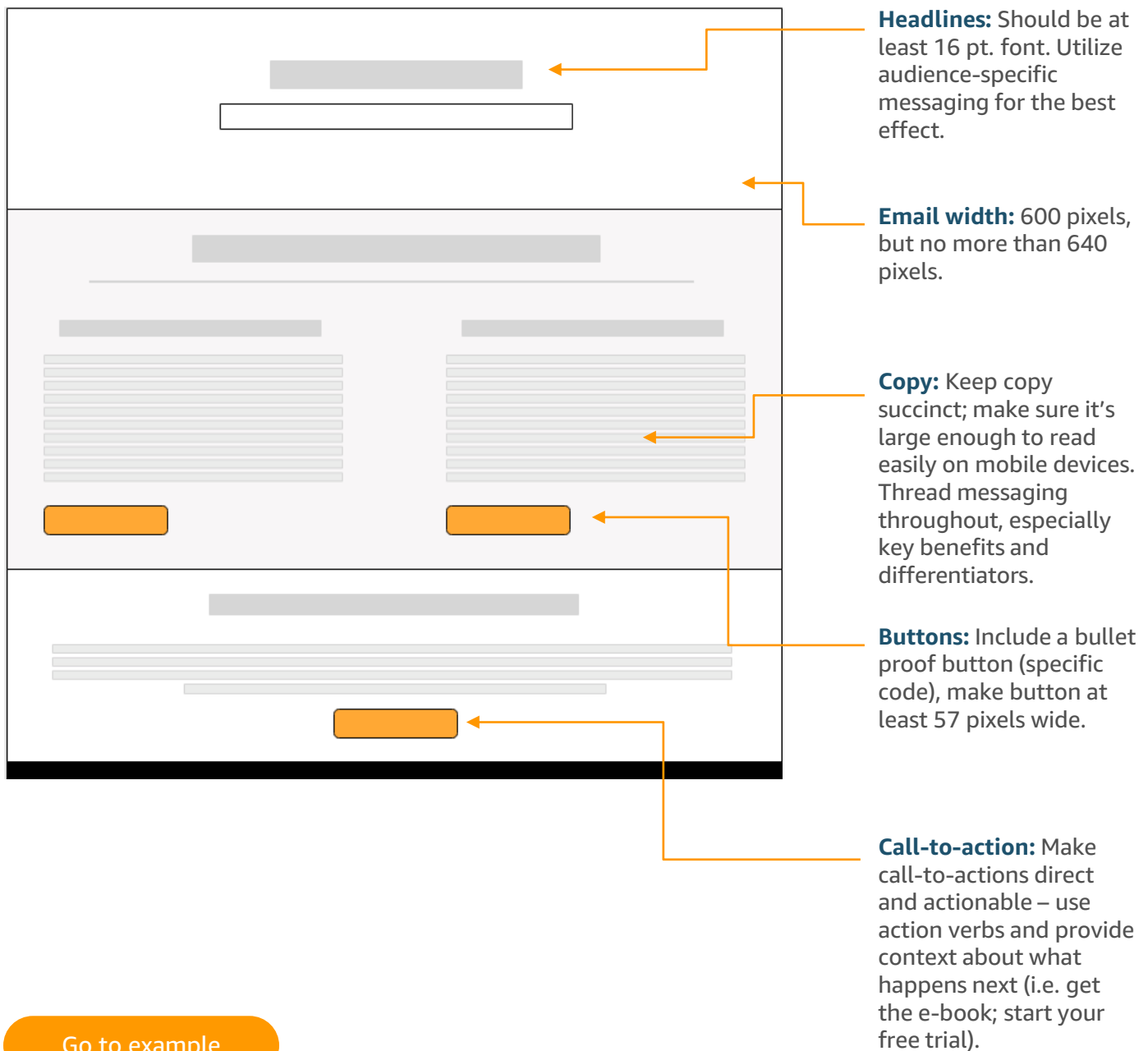
Use of email

- **Product awareness:** Promote new product launches, key features and capabilities, and other timely announcements.
- **Demand generation:** Entice users to convert. Follow up on trial offers to entice users to take the next step to a paid product use.
- **Webinar/demo presentation:** Announce time-specific content, such as webinars, podcasts, and new videos with email.
- **Event promotion:** Promote your event by emailing information related to upcoming events.

2.15.1 Email Asset Structure




Use these instructions to create an effective emails.



Go to example

2.15.2 Email Asset Messaging



 Build Campaign Elements

Navigation bar with icons for Campaign Landing Page, Email, Facebook, LinkedIn, and Paid Search.

Align messaging components to your emails.



Headlines: Utilize your tagline to capture attention within your email.

Copy: Include customer challenges, customer outcomes, offering capabilities, differentiators, and evidence as appropriate.

Call-to-action: Promote trial offer and link to the appropriate landing page, or your AWS Marketplace Product Detail Page here.

Go to example

2.15.3 Email Asset Example



Build Campaign Elements

Navigation bar with icons for Campaign Landing Page, Email, Facebook, LinkedIn, and Paid Search. The 'Email' icon is highlighted.



Migrate Windows SQL Database to AWS with reliability, agility and speed

Headlines: This headline utilizes Blackcomb's tagline to provide clarity to email receivers.

Why Use Blackcomb?

- **Optimization:** Blackcomb optimizes your IO with Blackcomb File Layout, path parallelization, and caching that delivers higher IOPS and lower latencies. It enables you to present information up to 20x faster
- **Total Cost of Ownership:** Blackcomb delivers 70% better TCO compared to on-premises database storage.
- **Reduce Footprint:** Helps reduce on-premises storage footprint by supporting all versions of SMB (Server Message Block), NFS (Network File Server) & iSCSI protocols

Key Capabilities

- **Agility:** Create new storage environment within minutes and extend storage into AWS Cloud.
- **Flexibility:** Supports flexible configurations including iSCSI, Network File System (NFS), Server Message Block (SMB) and scale without data disruption.
- **Operational Efficiency:** Predictive data analytics, proactive support (active IQ), and workflow management tools to achieve high availability.

Copy: Blackcomb's offering's capabilities and differentiators have been incorporated to engage users with the content.

[View AWS Marketplace](#)

[Learn More](#)

Start your Blackcomb Free Trial Today

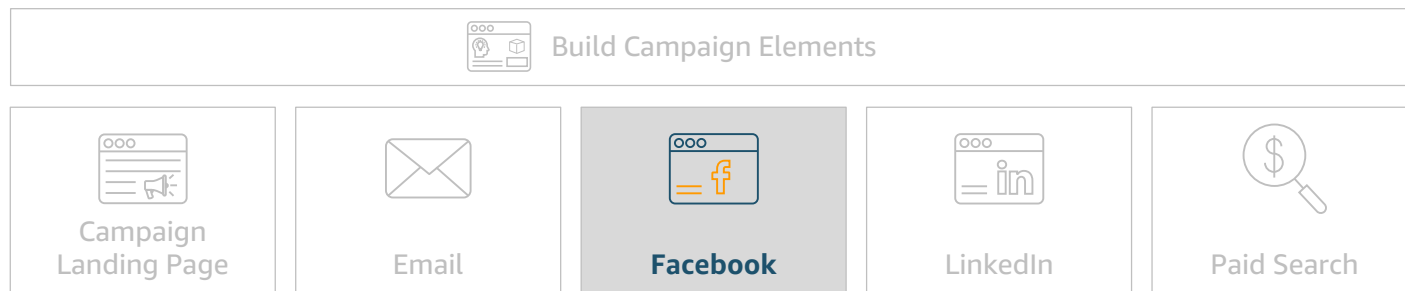
Ready to get started? Move your first application today with simple spin up time in our usage-based pay-as-you-go pricing in AWS Marketplace. Start with a free trial today and see how Blackcomb and AWS Marketplace work better together for you.

[Free Trial](#)

Call-to-action: Blackcomb's free trial offer provides an enticing call-to-action.

2.16 Facebook Overview

CAMPAIGN ASSET DEVELOPMENT



Facebook ads primarily serve as promotional and retargeting assets.



Promotional assets: Use Facebook ads to drive traffic to your foundational elements – be sure to match the promise of value in your ad with the content on the destination where you send the audience that engages with it.




Retargeting assets: Use Facebook Ads to retarget users who have visited your foundational ads and not converted. Remind them of the value of your offering with key benefits, differentiators, and solution statements.

Use of Facebook ads


- **Product awareness:** Drive awareness to your offering landing page by enticing users with key benefits and features that solve their challenges. Focus on key brand and offering messaging to build user interest.
- **Demand generation:** Use offering-specific details like pricing, purchase model, and key differentiators to make your ads stand out. Drive traffic to your product landing pages or AWS Marketplace Product Detail Page.
- **Webinar/demo presentation:** Use ads like an invitation to your online event, giving details about the value the target audience will receive by participating and driving them to a landing page to sign up for the presentation. Use your messaging to address audience challenges and promote key benefits.
- **Event promotion:** Drive users to a promotional landing page, giving them key details about the event and the benefit to them for attending.




Build Campaign Elements




Campaign Landing Page




Email



Facebook

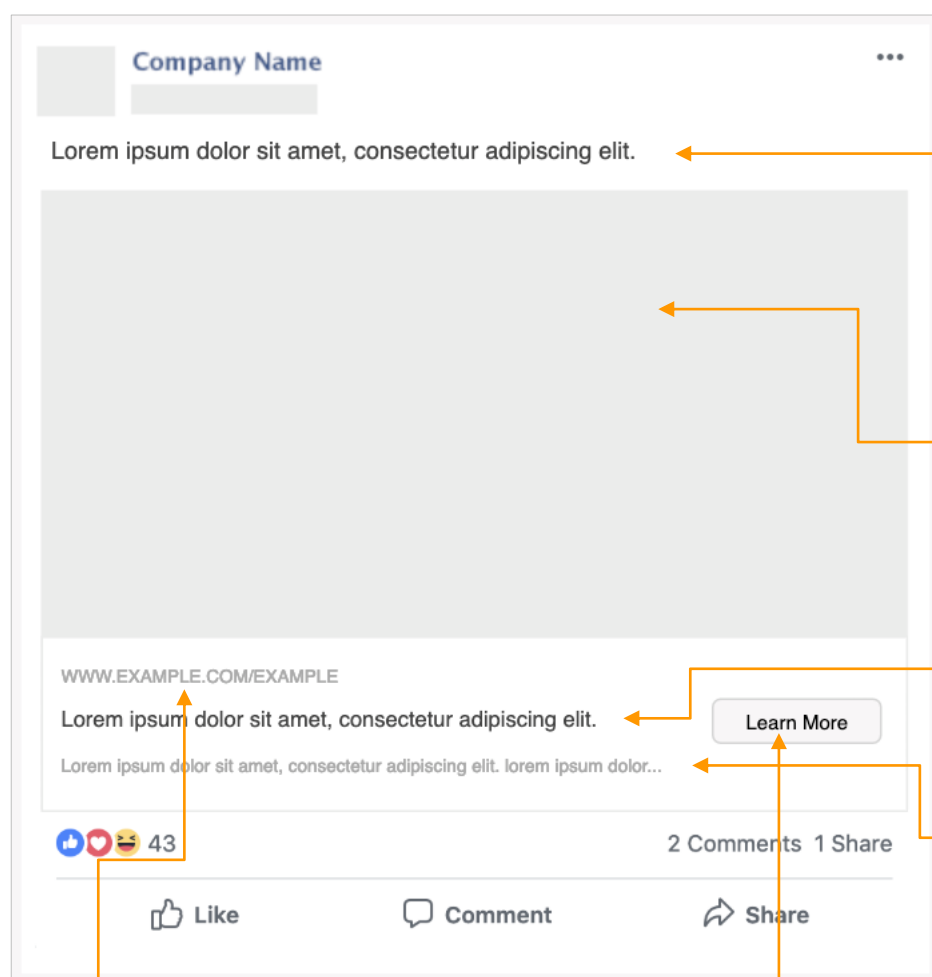


LinkedIn



Paid Search

Use these instructions to create a Facebook single image display ad.



URL: Enter URL you want to promote.

Intro text: 125 characters or less; grab interest with more info about what you're advertising. Keep it short, but use your messaging to provide value to users.

Image: File JPG or PNG, 1.91:1 Ratio (1200x628 pixels), 72ppi; use a single focal point, integrate your brand, and use single-minded message.

Headline: 25 characters or less; Promote your offering and tie in messaging when able.

Link description: 30 characters or less; let users know what they're going to receive next.

Call-to-action button: Facebook forces users to select a call-to-action button from a list of choices, including download, learn more, apply now, install now, and other options. Select the appropriate option for your ad.

Go to example

2.16.2 Facebook Asset Messaging



Build Campaign Elements

Campaign
Landing Page

Email

Facebook

LinkedIn

Paid Search

Align messaging into your ads.

Company Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

WWW.EXAMPLE.COM/EXAMPLE

Learn More

43

2 Comments 1 Share

Like Comment Share

Intro text: Utilize your tagline in this opening statement.


Headline: Utilize a differentiator, key customer outcome, or customer challenge statement for your headline.

Link description: Support your headline statement with a key offering capability, customer outcome, or evidence proof point.

Go to example

2.16.3 Facebook Asset Example



 Build Campaign Elements

Buttons for Campaign Asset Development: Campaign Landing Page, Email, Facebook (highlighted), LinkedIn, Paid Search.

Intro text: This example ad utilizes the tagline from the Blackcomb messaging example.

Headline: A key differentiator from the Blackcomb messaging example provides a relevant headline.

Link description: This customer outcome supports the differentiator used in the headline above.



Build Campaign Elements

Campaign
Landing Page

Email



Facebook



LinkedIn



Paid Search

LinkedIn ads are primarily used as promotional and retargeting assets.



Promotional assets: Use LinkedIn ads to drive traffic to your foundational elements – be sure to match the promise of value in your ad with the content on the destination where you send the audience that engages with it.



Retargeting assets: Use LinkedIn ads to retarget users who have visited your foundational ads and not converted. Remind them of the value of your offering with key benefits, differentiators, and solution statements.

Use of LinkedIn ads

- **Product awareness:** Drive awareness to your educational product landing page by enticing users with key benefits and features that solve their challenges. Focus on key brand and product messaging to build user interest.
- **Demand generation:** Use offering-specific details like pricing, purchase model, and key differentiators to help your ads stand out. Drive traffic to your product landing pages or AWS Marketplace Product Detail Page.
- **Webinar/demo presentation:** Use ads like an invitation to your online event, giving details about the value the target audience will receive by participating and driving them to a landing page to sign up for the presentation. Use your messaging to address customer challenges and promote key benefits.
- **Event promotion:** Drive users to a promotional landing page, giving them key details about the event and the benefit to them for attending.



Build Campaign Elements

Campaign
Landing Page

Email



Facebook

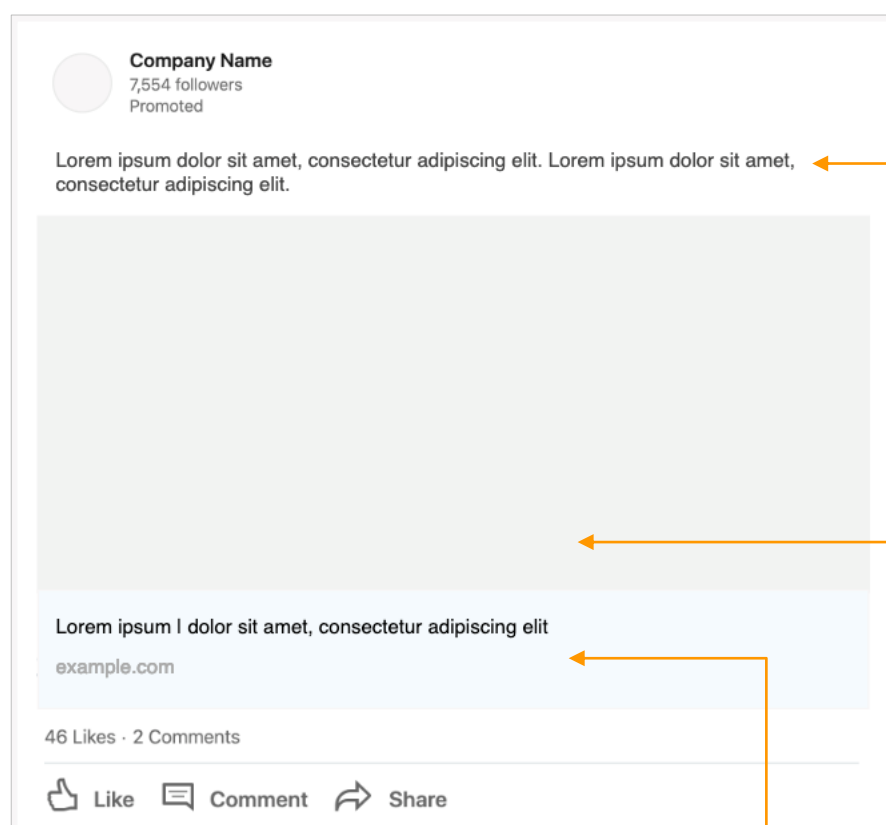


LinkedIn



Paid Search

Use these instructions to create an effective LinkedIn display ad.



Intro text: Maximum 150 characters; choose words that catch the attention of your target audience. People use LinkedIn to gain unique insights relevant to their profession or skills, so put yourself in your audience's shoes as you create your ads.

Include strong call-to-action phrases like "try," "download," or "sign up."


Image: File JPG or PNG, 1.91:1 Ratio (1200x627 pixels), 72ppi. Include an image with your ad that's relevant to your offering. The LinkedIn background color is neutral, so images with bright colors are more likely to capture the attention of your audience.

Ad headline and URL: Supplied URL will automatically scrape in ad headline and image but all text can be manually edited.

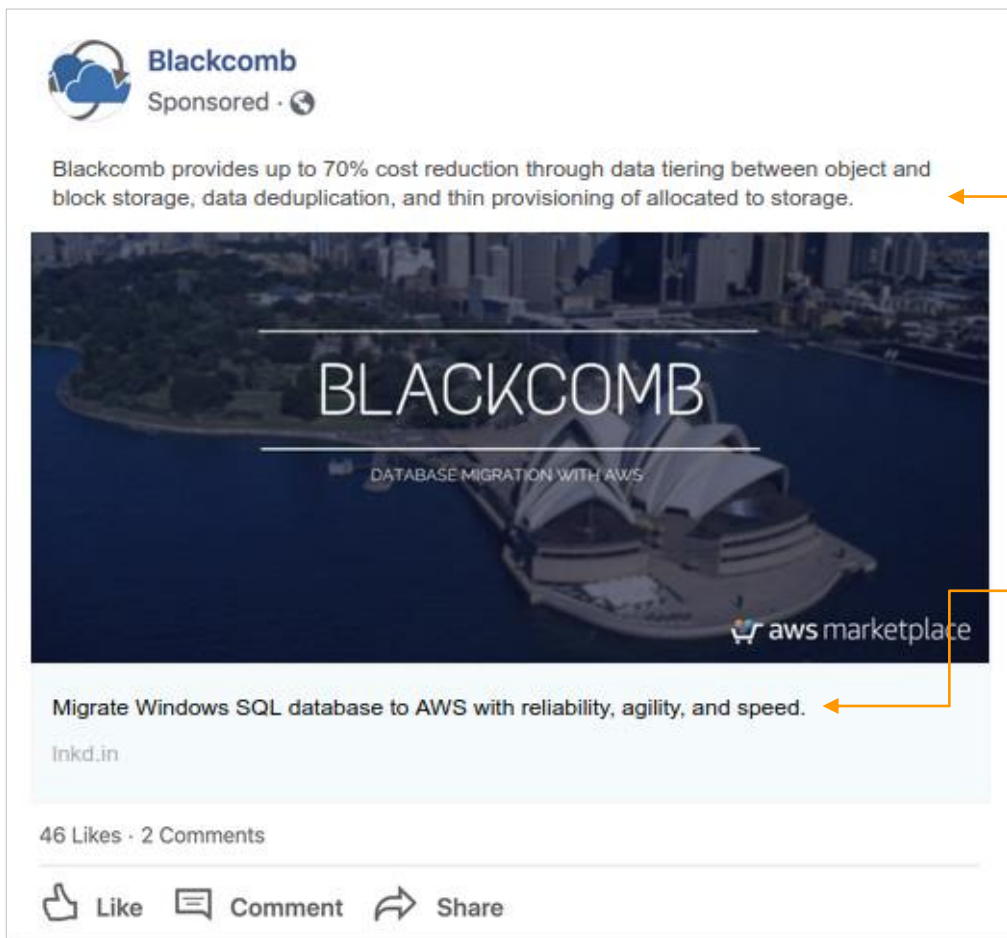
[Go to example](#)


2.17.3 LinkedIn Asset Example



 Build Campaign Elements

-  Campaign Landing Page
-  Email
-  Facebook
-  LinkedIn**
-  Paid Search



Blackcomb
Sponsored · 




Blackcomb provides up to 70% cost reduction through data tiering between object and block storage, data deduplication, and thin provisioning of allocated to storage.

BLACKCOMB
DATABASE MIGRATION WITH AWS
aws marketplace

Migrate Windows SQL database to AWS with reliability, agility, and speed.

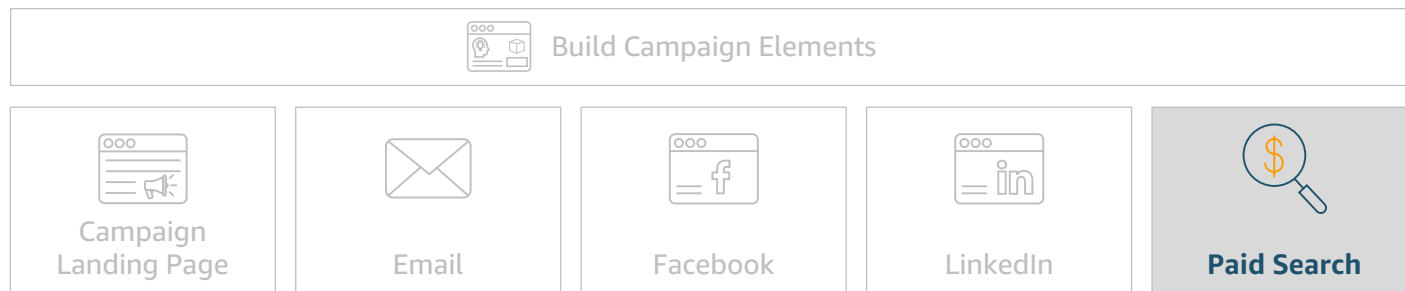
lnkd.in

46 Likes · 2 Comments

 Like  Comment  Share

Intro text: Citing evidence and benefits makes a great introduction for a Blackcomb ad.

Ad headline: Blackcomb's tagline clearly states the purpose to the ad viewer.



Paid search ads are primarily used as promotional assets. The words you choose matter – they should closely match content on your landing page, driven by your messaging.




Promotional assets: Use paid search ads to drive traffic to your foundational elements – be sure to match the promise of value in your ad with the content on the destination where you send the audience.


Use of paid search ads


- **Product awareness:** Drive awareness to your educational landing page by enticing users with key benefits and features that solve their challenges. Focus on key brand and offering messaging to build user interest.
- **Demand generation:** Use offering-specific details like pricing, purchase model, and key differentiators and help your ads stand out. Drive traffic to your landing pages or AWS Marketplace Product Detail Page.
- **Webinar/demo presentation:** Paid search ads are typically not used for short-term or time-sensitive content promotion such as webinars, but they can be an effective means of promoting your demos, if that content is relatively static.
- **Event promotion:** Paid search should only be used for event promotion if there is significant search volume surrounding the event itself; otherwise, the duration for promotion and the target audience size are likely too small to make paid search an effective tactic.


2.18.1 Paid Search Asset Structure





 Build Campaign Elements


 Campaign Landing Page


 Email


 Facebook


 LinkedIn


Paid Search

Use these instructions to create an effective paid search ad.

Headline 1:

30 characters or less; incorporate brand name.

Headline 2:

30 characters or less; use key benefit statement.



Display URL:

15 characters or less.

Description:

80 characters or less, utilize messaging to provide value.

Callouts:

25 characters or less per callout, utilize key benefits and differentiators.

Go to example

2.18.2 Paid Search Asset Messaging



Build Campaign Elements

- Campaign Landing Page
- Email
- Facebook
- LinkedIn
- Paid Search**

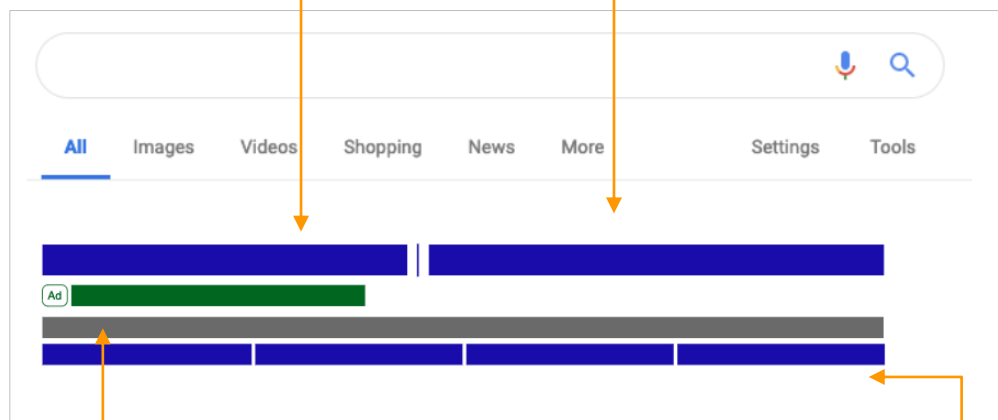
Leverage your completed messaging exercise by aligning output with paid search ads.

Headline 1:

Offering related headline.

Headline 2:

AWS Marketplace related content.



Description:

Utilize a offering capability, differentiator, or your tagline here.

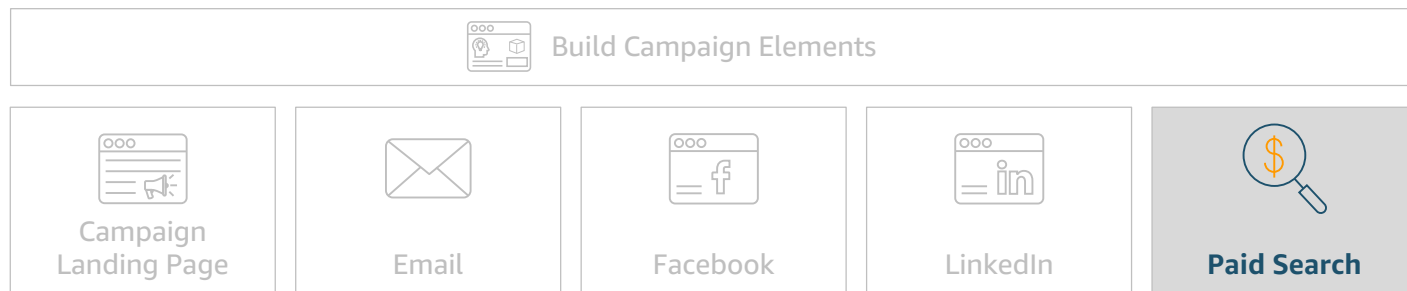
Callouts:

Use brief versions of key offering capabilities and differentiators here.

[Go to example](#)

2.18.3 Paid Search Asset Example

CAMPAIGN ASSET DEVELOPMENT



Blackcomb Database Migration | Fast Migration with AWS

Ad www.blackcombwebsite.com

Buy and Deploy Blackcomb within minutes into AWS Cloud.

Zero-RPO - 60-second RTO - Secure Data Replication - Hybrid Cloud Support

Blackcomb Database Migration | Free Trial on AWS Marketplace

Ad www.blackcombwebsite.com

Migrate Windows SQL database to AWS with reliability, agility, and speed.

Zero-RPO - 60-second RTO - Secure Data Replication - Hybrid Cloud Support

Callouts:

Use brief versions of key offering capabilities and differentiators here.

Descriptions:

These descriptions utilize a Blackcomb capability and the tagline, respectively.

Headlines:

The headlines for both ads feature Blackcomb and AWS.



Module 3: Campaign Development

Campaign Development Overview

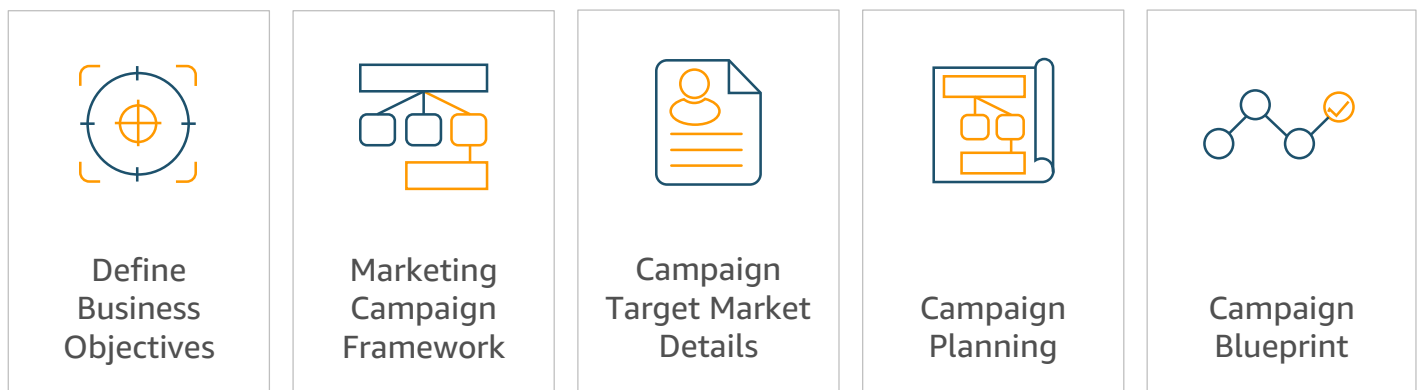
Digital campaigns are the core mechanism to increase awareness, generate leads, and drive revenue for your offering listed in AWS Marketplace.

Module 3: Campaign Development provides guidance, blueprints, and exercises to:

- Align your marketing efforts with your AWS Marketplace business goals.
- Incorporate marketing assets as campaign touch points.
- Provide an engaging, impactful campaign experience with buyers.

Components of planning your marketing campaign

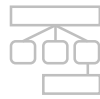
To build an effective marketing campaign, consider the following areas:



3.1: Define Business Objectives



**Define
Business
Objectives**



Marketing
Campaign
Framework



Campaign
Target Market
Details



Campaign
Planning



Campaign
Blueprint

Business objectives are the strategic center for all of your marketing efforts. They impact how you develop your GTM plan and how goals are defined for individual campaigns. As you define and scope your GTM campaign, ensure your promotional outreach accomplishes the right goals.



Sales and revenue targets for the year – by product line/area of focus



Campaign budget driving lead and revenue growth

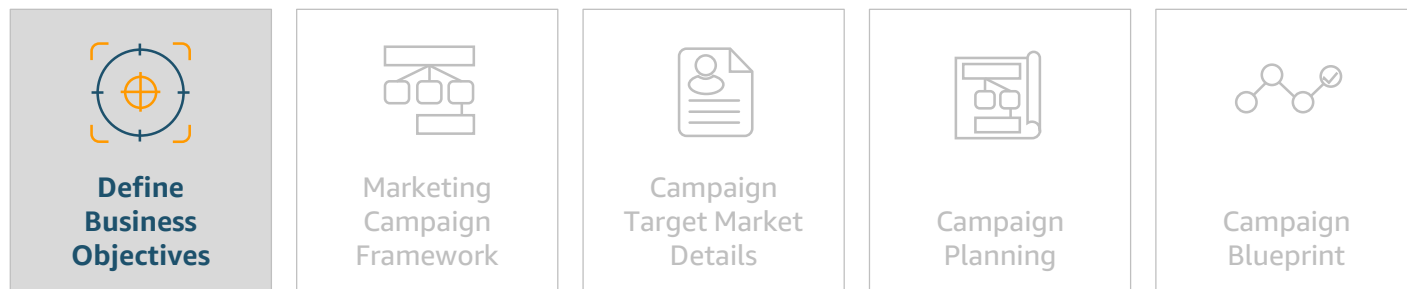


GTM sales model for your product (self-service, sales-assist, sales-led)

[Go to example](#)

[Go to exercise](#)

3.1.1: Define Business Objectives Example



Example:

The following example summarizes campaign targets and parameters for the Blackcomb offering.



2019 sales and revenue target: \$500K with 20 wins



Campaign budget: \$100K



GTM sales model: self-service


For more information about managing your pipeline, see the [Performance Measurement](#) section of this document.

Go to exercise


3.1.2: Define Business Objectives Exercise




**Define
Business
Objectives**



Marketing
Campaign
Framework



Campaign
Target Market
Details



Campaign
Planning



Campaign
Blueprint

Exercise:

Define your target revenue goals for your offering in AWS Marketplace.

Define your campaign budget.

List your primary sales model for buyers procuring in AWS Marketplace.



Define
Business
Objectives



**Marketing
Campaign
Framework**



Campaign
Target Market
Details



Campaign
Planning



Campaign
Blueprint

Your GTM program will leverage four campaign types, each representing unique goals and strategies.

Product awareness

Provide your target market with assets that allow them to become aware of your offering—the challenges and outcomes as well as key features, benefits, and differentiators that make your product a valuable solution for them.

These campaigns frequently drive traffic to foundational elements focused on educating potential customers.

Demand generation

Identify interested buyers by qualifying and nurturing them through the buyer's journey into try and buy activities. These campaigns focus on buyer interaction, such as free trial sign-ups or paid subscription conversions.

Webinar/demo presentation

A presentation campaign focuses on a webinar or demo presentation, promoting thought leadership or feature-based content to generate interest. Webinars or demos can be used at any stage of the buyer's journey, depending on the content used in the presentation. Presentations should always be followed by lead nurturing emails to keep participants engaged.

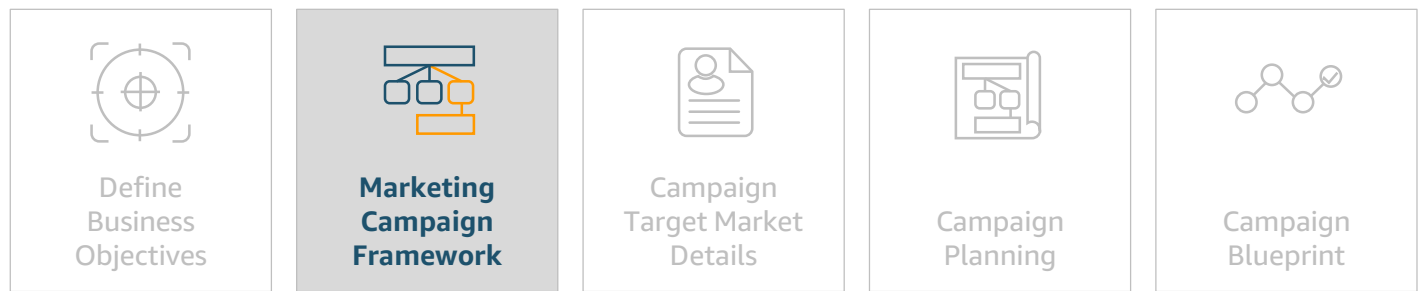
Event promotion

Leverage digital marketing campaigns to aid the promotional efforts of a marketing event. These campaigns function similar to a presentation campaign—using ads to promote the event, a landing page to provide event details and capture participant information, and nurturing emails to keep participants engaged and moving towards a purchase decision.

[Go to example](#)

[Go to exercise](#)

3.2.2: Marketing Campaign Framework



Identify the **campaign goal** for your marketing campaigns by focusing on the buyer's behavior around specific marketing activities. These activities will naturally align with your campaign goal and the metrics for measurement. They will dictate which stage of the buyer's journey and marketing funnel your campaign falls into.

FIND

Generate brand and offering awareness, drive traffic to your website, and collect prospective customer information.

- **Campaign goal:** Drive traffic, grow contact list.
- **KPIs:** Impressions, click-through rates, traffic, target audience growth, content downloads.

TRY

Lead capture and lead nurturing opportunities.

- **Campaign goal:** Gain qualified leads.
- **KPIs:** Demo requests, free trial subscriptions.

BUY

Lead nurturing, sales, and implementation support.

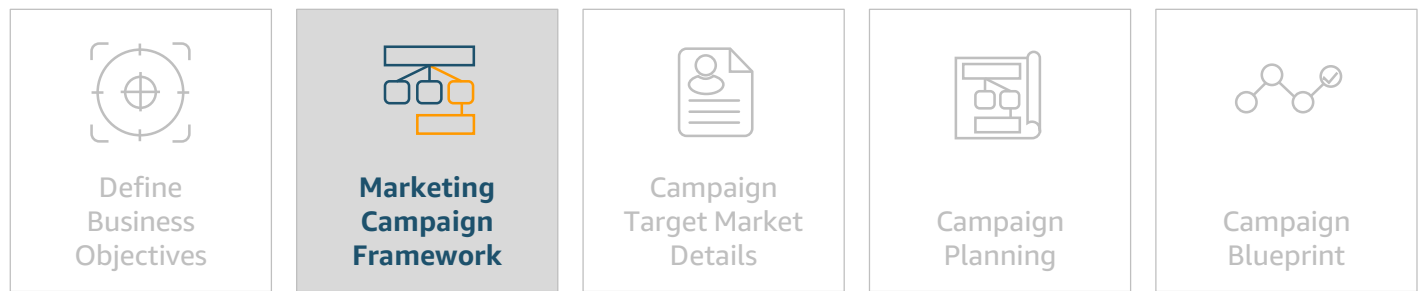
- **Campaign goal:** Increase sales.
- **KPIs:** Subscriptions (pay-as-you-go, monthly, etc.), sales-assist opportunities.

Campaigns need to be tightly focused around specific objectives. Utilize like-minded KPIs across campaigns. For instance, an early-stage demand generation campaign can focus on the same free trial subscriptions KPI as a later-stage nurture campaign.

[Go to example](#)

[Go to exercise](#)

3.2.3: Marketing Campaign Framework



A marketing campaign framework defines purpose, scope, and targeted outcome.

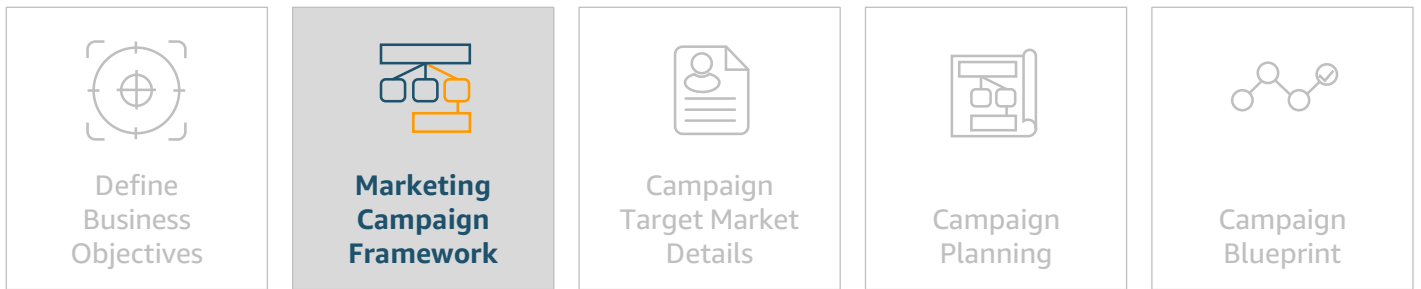
Campaign name	A unifying name for your campaign
Trial offer	Offering in AWS Marketplace promoted in your campaign
Campaign type	The type of GTM campaign
Duration	Established timeline of your campaign once launched
Budget	Allocated budget investment to achieve campaign targets
Campaign goal	Defined measure of success for the campaign—usually a conversion metric, # of leads, pipeline, or closed revenue

This framework will drive a dialogue around asset evaluation and selection. Leverage existing assets and content wherever possible. However, if existing materials do not support the defined campaign goal, you may need to create additional assets.

[Go to example](#)
[Go to exercise](#)

3.2.4: Marketing Campaign Framework Example

CAMPAIGN DEVELOPMENT



Example:

The following example highlights the Blackcomb offering.

Campaign name	Blackcomb 30-day free trial offer
Trial offer	30-day free trial
Campaign type	Demand generation
Duration	3 months
Budget	\$20,000
Campaign goal	200 free trial conversions from AWS Marketplace

[Go to PDP detail](#)
[Go to exercise](#)

3.2.5: Marketing Campaign Framework

Exercise

CAMPAIGN DEVELOPMENT



Define
Business
Objectives



**Marketing
Campaign
Framework**



Campaign
Target Market
Details



Campaign
Planning



Campaign
Blueprint

Exercise:

Name your campaign. Include descriptive language to identify the campaign outcome.

Define which offering in AWS Marketplace will be promoted. (Limit to one)

What is your campaign type?

State the duration of your GTM marketing campaign. (Monthly or quarterly durations recommended, to allow for adjustments and optimizations throughout the year)

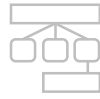
List your campaign budget.

Summarize campaign goals. (Be specific and cite metrics: number of conversions, closed/won, demo signups, free trial conversions)

3.3: Campaign Target Market Details



Define
Business
Objectives



Marketing
Campaign
Framework



**Campaign
Target Market
Details**



Campaign
Planning



Campaign
Blueprint

It is crucial to map campaign strategies and tactics to your target market.

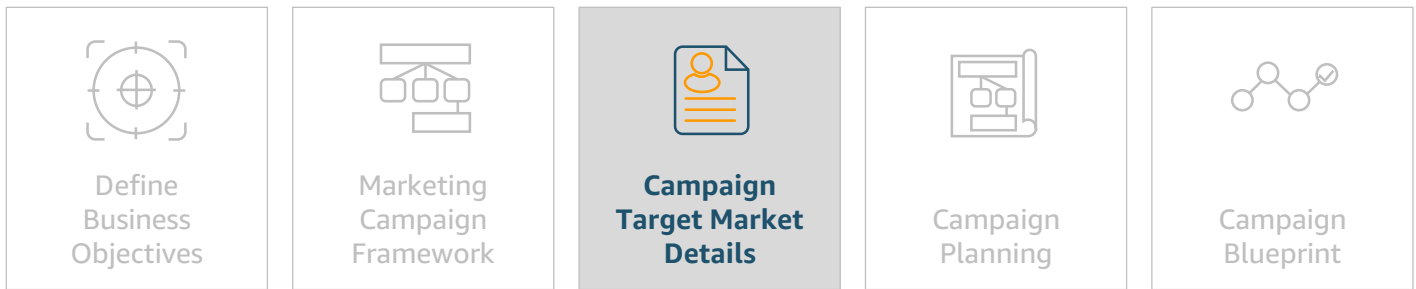
Personas	Define personas that are being targeted.
Industries	Create campaign themes that resonate with targeted verticals: financial services, public sector, healthcare, technology, etc.
Geographic region	Tailor campaign strategies to specific regions or countries.
Marketing funnel stage	Align to the buyer's journey: find, try, buy.

The above details will guide your evaluation and selection of specific marketing channels (ad platforms, email, publications). Additionally, defining your target segment will help you determine the key messages for your campaign interactions, including challenges, outcomes, and capabilities.

[Go to example](#)

[Go to exercise](#)

3.3.1: Target Market Details Example



Example:

The following example utilizes the Blackcomb offering for a SQL Server.

Personas	Cloud Architect
Industries	Financials, Healthcare
Geographic region	Global
Marketing funnel stage	Try

[Go to exercise](#)

3.3.2: Target Market Details Exercise



Define
Business
Objectives



Marketing
Campaign
Framework



**Campaign
Target Market
Details**



Campaign
Planning



Campaign
Blueprint

Exercise:

Define the [targeted personas](#) for your GTM campaign.

Define your targeted industries.

Define your targeted geographic region(s).

Define your campaign goals and the appropriate marketing funnel stage (find, try, buy).



Define
Business
Objectives



Marketing
Campaign
Framework



Campaign
Target Market
Details



**Campaign
Planning**



Campaign
Blueprint

Architect and build your GTM campaign by creating a campaign map – a detailed plan of the campaign journey, including asset interactions.

Effective campaign planning shows the working relationship between the foundational elements and campaign elements that engage buyers. It is informed by your marketing campaign framework and target audience details.

The campaign planning section will help you:



Architect your GTM campaign

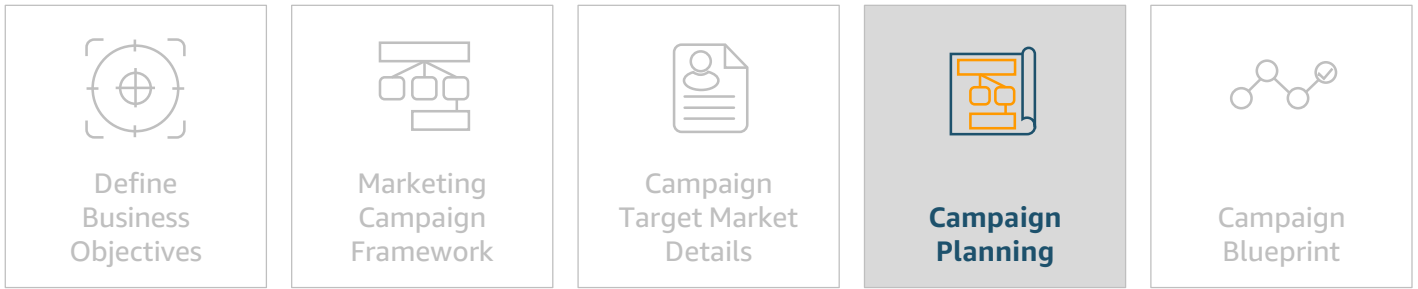


Implement existing elements into a campaign

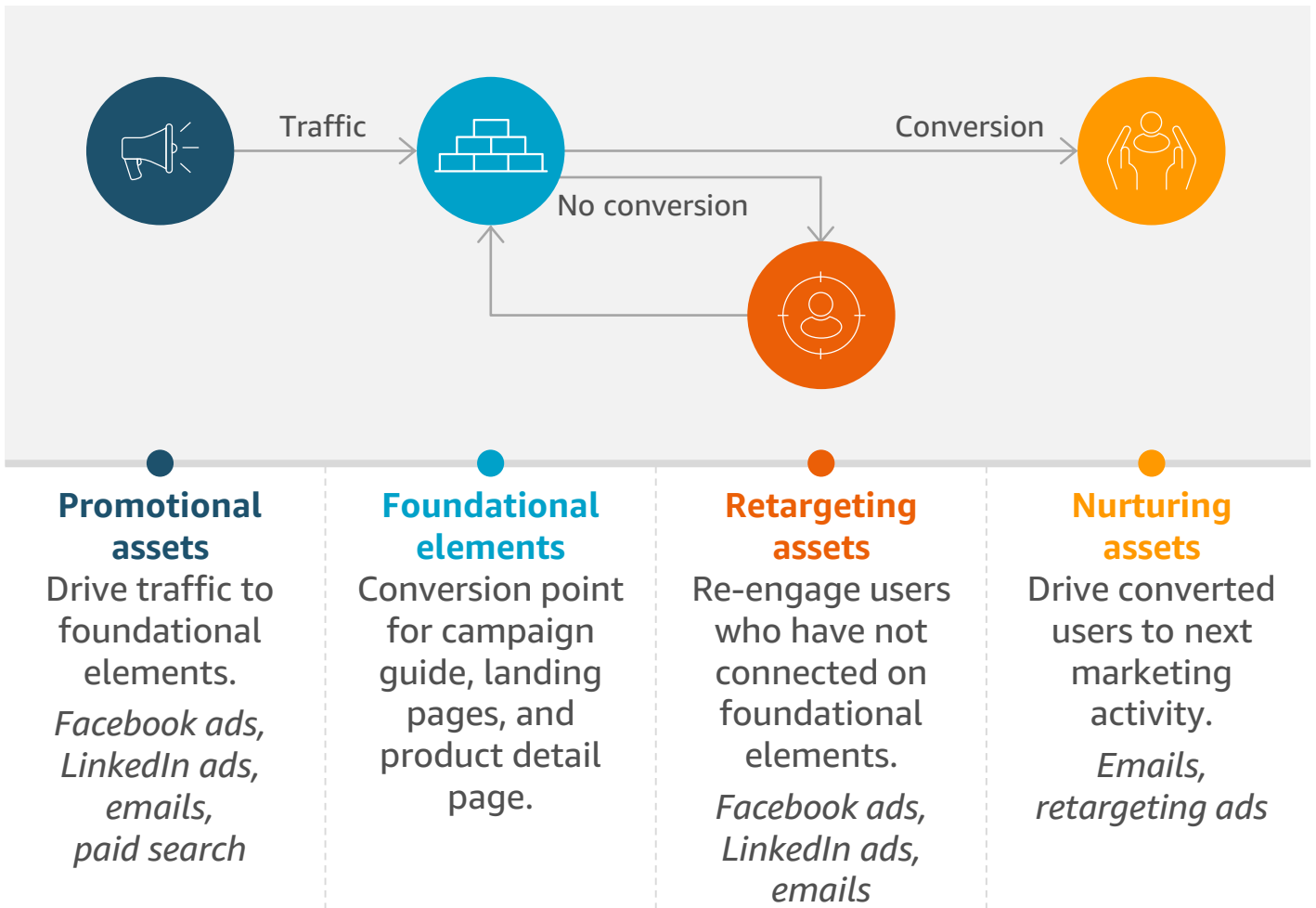


Identify which new assets to create

3.4.1: Campaign Planning Model



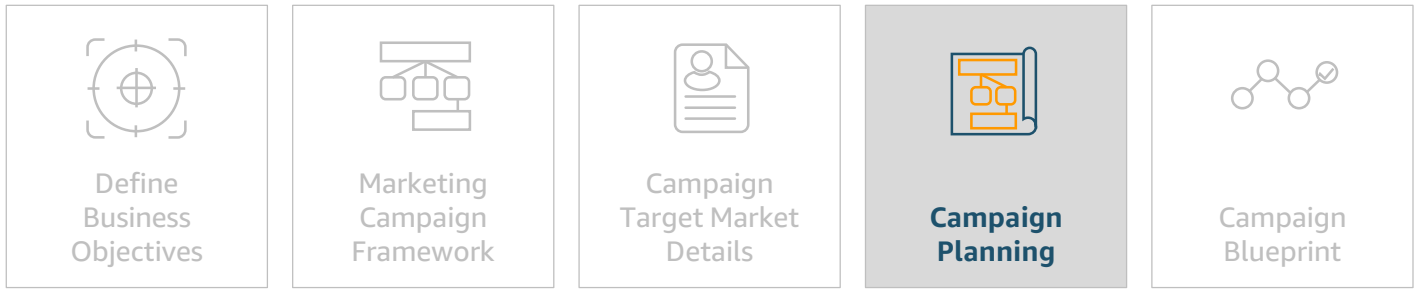
A campaign plan utilizes foundational elements, promotional assets, nurturing assets, and retargeting assets.



[Go to example](#)

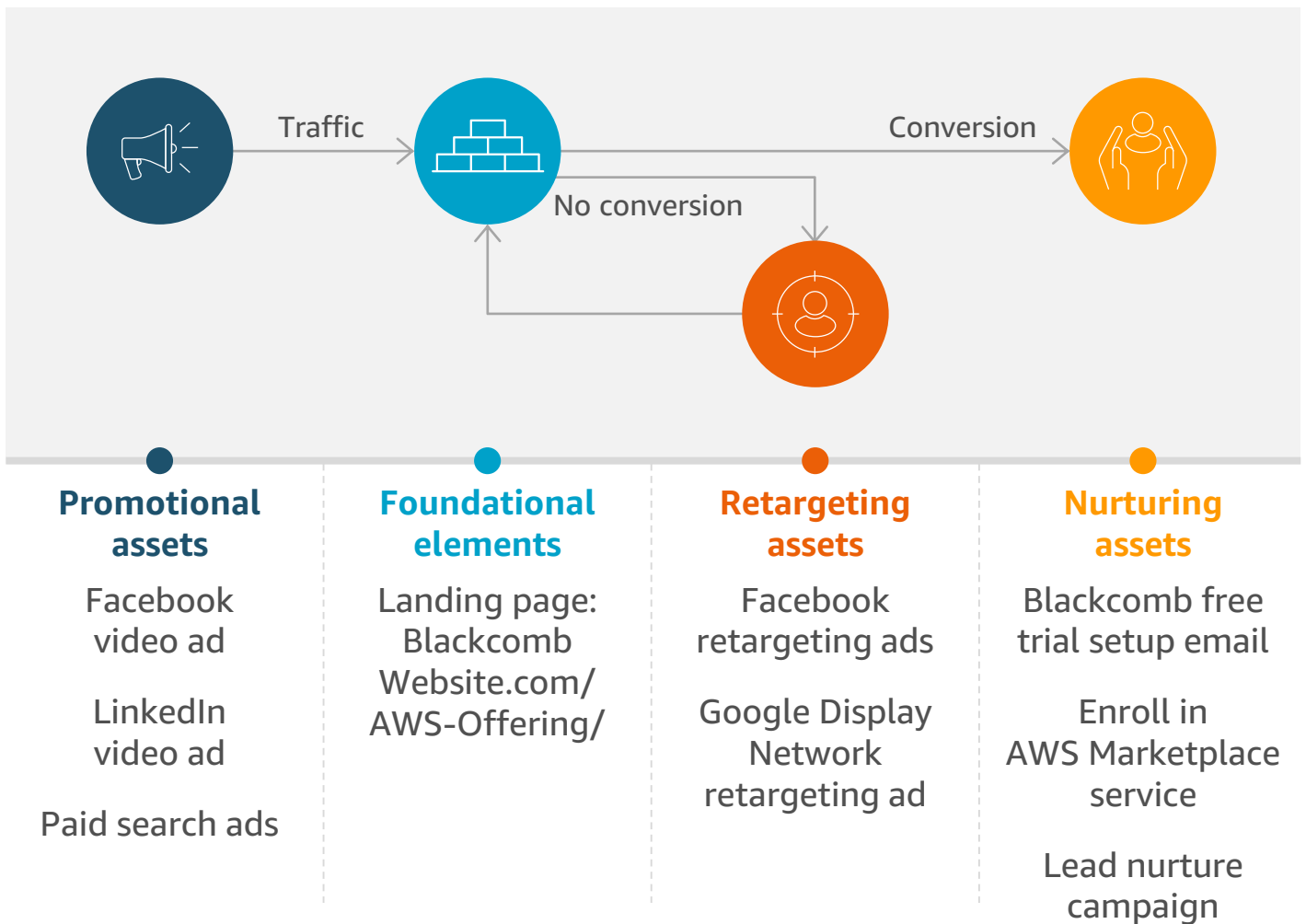
[Go to exercise](#)

3.4.2: Campaign Planning Example



Example:

The following example utilizes the Blackcomb campaign from this module.




Go to exercise


3.4.3: Campaign Plan Exercise




Define Business Objectives



Marketing Campaign Framework



Campaign Target Market Details



Campaign Planning



Campaign Blueprint

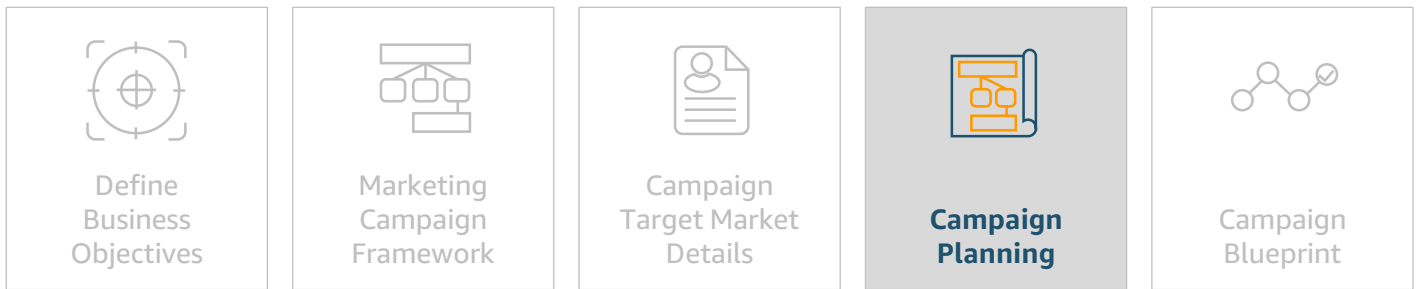
Exercise:

What foundational elements will you use in your marketing campaign?

What promotional assets will you use in your marketing campaign?

What nurturing assets will you use in your marketing campaign?

What retargeting assets will you use in your marketing campaign?



Create your campaign plan

Use the template to create your campaign plan. Include content, channels, and the following other details in the sections provided below.

- 1. Place marketing campaign framework within your plan:** Review both your messaging framework and your marketing campaign framework, and determine which assets need to be distributed across the campaign.
- 2. Select foundational elements:** Note where your campaign goal activities will take place (conversions) and place these assets in the foundational elements box.
- 3. Decide how to drive traffic:** Select the appropriate marketing channels (social ads, paid search, email, and others) that will be used to drive traffic to your conversion points. Note them in the promotional assets box.
- 4. Choose post-conversion activities:** Decide which user-driven marketing activities take place after conversion (i.e., implementation emails), and put them in the nurturing assets box.
- 5. Identify non-conversion activities:** Decide how you will reach out to users who don't convert on your campaign goal and re-engage them, and note your strategy in the retargeting assets box.

Tracking leads outside your environment

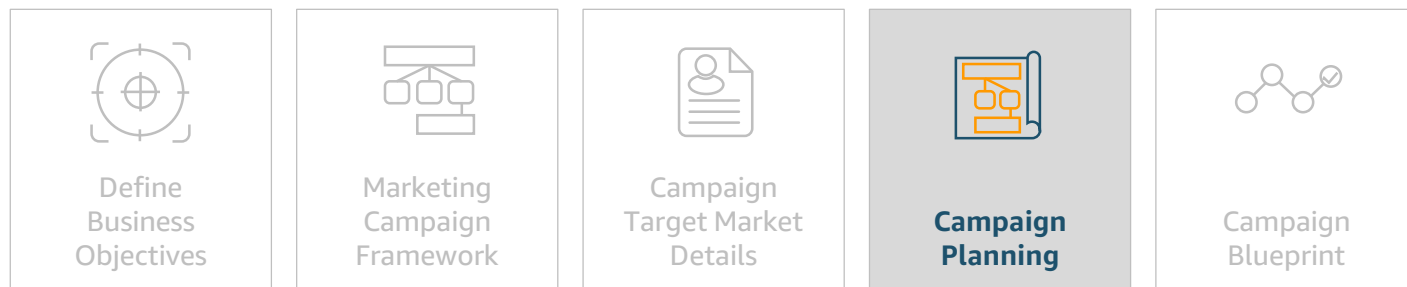


When you use your AWS Marketplace Product Detail Page as a call-to-action, you can keep track of the leads by using ref tags to track how buyers got to your page. The Marketing tab in your [AWS Marketplace Management Portal](#) provides reporting on ref tags that you can then use to track campaign performance and inform retargeting efforts.

[Go to example](#)[Go to template](#)

3.4.5: Campaign Plan Example

CAMPAIGN DEVELOPMENT



Example:

The following campaign represents a fictional Seller (Blackcomb) whose offering supports data migration. Your responses will be tailored to your offering.

Campaign Details			
Campaign name:	Blackcomb 30-Day Free Trial Offer		
Campaign budget:	\$20,000		
GTM sales model:	Self-service		
Personas:	Database Admin, Storage Admin		
Industries:	Financials, Healthcare		
Geographic region:	Global		
	Find	Try	Buy
Goal:		Lead capture and lead nurturing opportunities.	
Offer:		30-day free trial	
Campaign type:		Demand generation	
Duration:		3 months	
KPIs:		200 free trial conversions from AWS Marketplace	
Campaign Assets			
Foundational:		Landing page	
Promotional:		Facebook video ad	
		LinkedIn video ad	
		Paid Search ads	
Retargeting:		Facebook ad	
		Google display network ad	
Nurturing:		Blackcomb free trial setup	
		Enroll in AWS Marketplace Service	
		Lead nurture campaign	

3.4.6: Campaign Plan Exercise



Define Business Objectives

Marketing Campaign Framework

Campaign Target Market Details

Campaign Planning

Campaign Blueprint

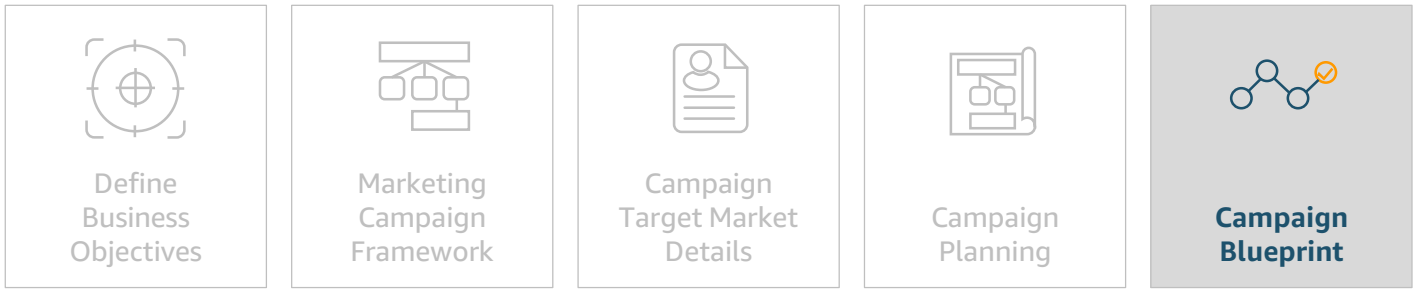
Exercise:

Use this template or the downloadable Excel file to create your own campaign plan.

Campaign name:			
Campaign budget:			
GTM sales model:			
Personas:			
Industries:			
Geographic region:			
	Find	Try	Buy
Goal:			
Offer:			
Campaign type:			
Duration:			
KPIs:			
Campaign Assets			
Foundational:			
Promotional:			
Retargeting:			
Nurturing:			

[Go to download page](#)

3.5: Campaign Blueprint



Campaign blueprint

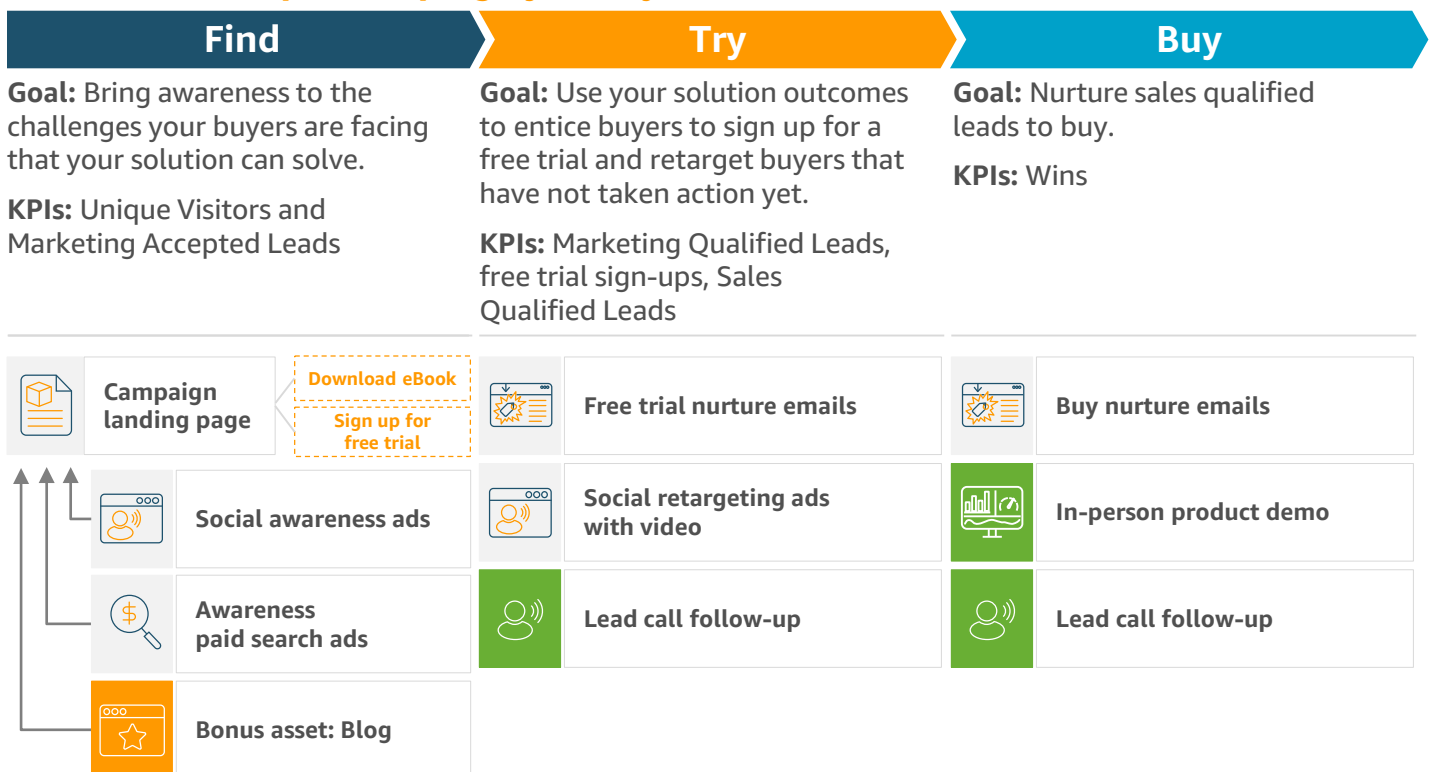
The following example highlights a campaign covering the find, try, and buy stages of a buyer’s journey. This example includes foundational and campaign assets, KPIs, and sales motion guidance. Also, you’ll find tips and best practices to help you be successful creating a GTM campaign for your offering.

Foundational elements

It’s imperative to have [foundational elements](#) ready to use in your campaign including:

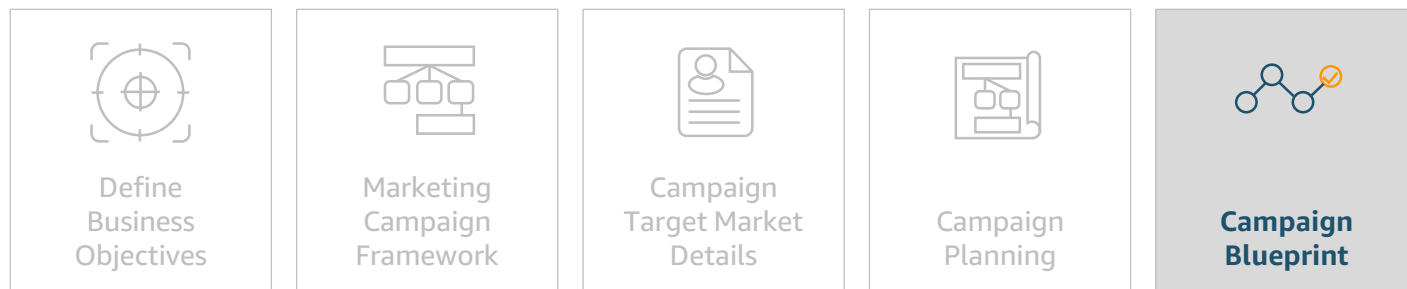
- Solution brief
- Reference architecture
- Trial offer
- Product demo video
- Product detail page
- E-Book

Blackcomb sample campaign journey



3.5: Campaign Plan Example

CAMPAIGN DEVELOPMENT



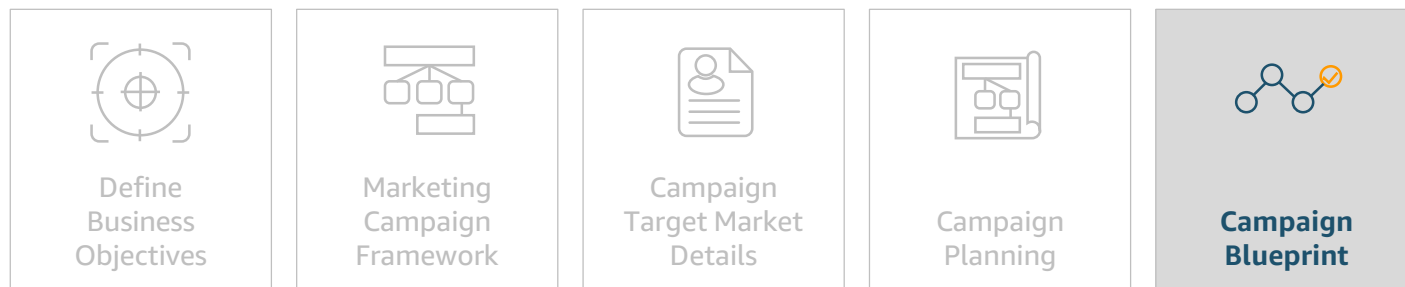
Example

The following campaign plan represents a fictional Seller (Blackcomb) whose offering supports data migration. This sample plan illustrates a full campaign.

Campaign name:	Blackcomb GTM campaign		
Campaign budget:	\$100K (Find - \$30K, Try - \$30K, Buy - \$40K)		
GTM sales model:	Self-service with tips for including sales-assist and sales-led activities		
Personas:	Cloud Architect, Database Admin, Storage Admin		
Industries:	Financial, Healthcare		
Geographic region:	Global		
	Find	Try	Buy
Goal:	Bring awareness to the challenges buyers are facing that your solution can solve.	Entice buyers to sign up for a free trial and retarget buyers that haven't taken action yet.	Nurture sales qualified leads to buy.
Offer:	Free gated e-Book	30-day free trial	Custom pricing
Campaign type:	Product awareness	Demand generation	Demand generation
Duration:	3 months	3 months	3 months
KPIs:	100 MALs through e-Book downloads and 500 UVs	200 free trial conversions (MQLs) and 50 SQLs	50 wins from AWS Marketplace
Campaign Assets			
Foundational:	Campaign landing page		
Promotional:	Facebook Awareness ad		
	LinkedIn Awareness ad		
	Paid search ads		
	BONUS: Blog post		
Retargeting:		Facebook video ad	
		LinkedIn video ad	
Nurturing:		Free trial nurture email	Buy nurture email
		Lead call follow-up	In-person demo
			Lead call follow-up

3.5: Campaign Blueprint

CAMPAIGN DEVELOPMENT

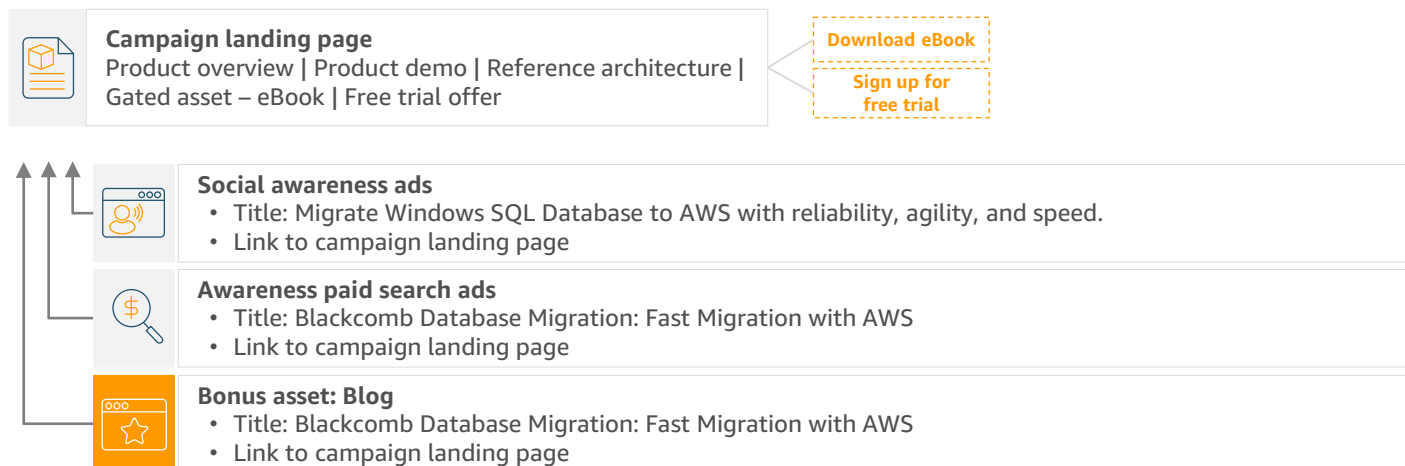


Campaign Blueprint: Find

During the find stage of the campaign, most assets will be promotional to create awareness around your solution. These will focus on the top of the sales funnel and bringing in potential leads.

Find stage

Goal: Bring awareness to your buyers challenges that your solution can solve.

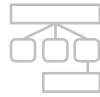


Find campaign framework

Trial offer:	Free gated E-Book and 30-day free trial
Campaign type:	Product Awareness
Duration:	3 months
Budget:	\$30K of \$100K
KPIs:	Unique Visitors (UVs) and Marketing Accepted Leads (MALs)
Campaign goal:	100 MALs through eBook downloads and 500 UVs



Define
Business
Objectives



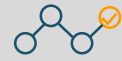
Marketing
Campaign
Framework



Campaign
Target Market
Details



Campaign
Planning



Campaign
Blueprint

Find campaign asset #1: Campaign landing page

BLACKCOMB + AWS MARKETPLACE
MIGRATE WINDOWS SQL DATABASE TO AWS WITH RELIABILITY, AGILITY, AND SPEED
START YOUR FREE TRIAL

Spin Up Blackcomb and Start Migrating Your Databases Today.
Blackcomb is the enterprise-grade solution for managing databases in the cloud.
Blackcomb gives users management capabilities to simplify SQL databases migration and management in AWS cloud:

1. business continuity with zero-RPO
2. less than 10-second RTO, high availability, failover and fallback processes
3. data protection with cost-effective, consistent, and application-aware snapshots
4. safe and secure data replication, migration, and synchronization with Blackcomb data replication
5. 24x7 expert support, and full integration with Microsoft APIs calls.

Customers use both Blackcomb on-premises with the ability to quickly and easily try, buy, and deploy the service through AWS Marketplace with flexible consumption and contract models of AWS-validated, ready-to-run software.

Start Your Free 30-Day Trial Today

First Name:
Last Name:
Email:
Company:
Country:
Start Trial

What is Blackcomb?
Blackcomb helps organizations migrate Microsoft SQL Databases to the AWS cloud with an enterprise-grade management service to quickly create new storage environments that are scalable, highly available, and optimized for storage billing. Blackcomb provides operational control with proactive insights to reduce customer database management costs by up to 70%. Blackcomb is available for customers to buy and deploy within minutes in AWS Marketplace and consume and pay for services based on their preferred contract model.

Why Use Blackcomb?

- Optimization:** Blackcomb optimizes your IO with Blackcomb File Layout, path optimization, and caching that delivers higher IOPS and lower latencies. It enables you to prevent information up to 20x faster.
- Total Cost of Ownership:** Blackcomb delivers 70% better TCO compared to on-premises database storage.
- Reduce Footprint:** Helps reduce on-premise storage footprint by supporting all versions of data (Server Message Block, NFS, Network File System) & S3/GS buckets.

Key Capabilities

- Agility:** Create new storage environment within minutes and extend storage into AWS Cloud.
- Flexibility:** Supports flexible configurations including S3FS, Network File System (NFS), Server Message Block (SMB) and scale without data disruption.
- Operational Efficiency:** Proactive data analytics, proactive support (before-TCO), and workflow management tools to achieve high availability.

Ready to get started?
Ready to get started? Move your first application today. Start your free 30-day trial and see how Blackcomb and AWS Marketplace solve your Windows SQL Database migration needs with speed and agility.
Free Trial

You will use this landing page as your call-to-action for your promotional assets. Your campaign landing page should include:

- Product overview
- Reference architecture
- Gated asset that aligns with your campaign focus
- A free trial of your solution

Call-to-action:

Primary call-to-action: Learn how Blackcomb can help you safely and reliably migrate your database to AWS

- Gated asset example: eBook titled "5 ways Blackcomb can help you safely and reliably migrate your database to AWS"

Secondary call-to-action: Start your 30-day free trial today

- Link to product detail page with free trial

Tips:

- ✓ Review [Seller Landing Page](#) information in Module 2 for a refresh on the elements.
- ✓ Use a secondary call-to-action to convert leads that are further along the campaign journey. For example, promote a free trial offer or an in-person event.
- ✓ Include social links to make your offer easily sharable.



Define
Business
Objectives



Marketing
Campaign
Framework



Campaign
Target Market
Details

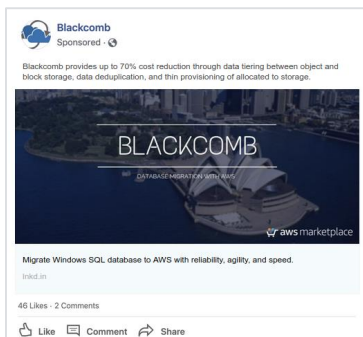
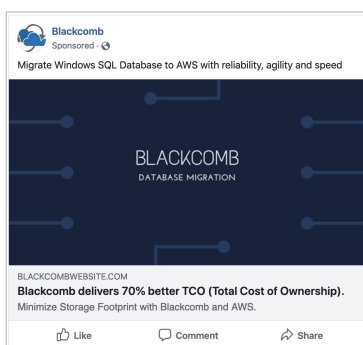


Campaign
Planning



Campaign
Blueprint

Find campaign asset #2: Social awareness ads



Your social awareness ads will help you connect with your buyers through social media. You will find examples for Facebook and LinkedIn included, but choose the social channels your target audience uses the most. Effective social ads include:

- Content that speaks to your target audience.
- Engaging images and videos that support your call-to-action.
- Strong, focused copy that shows your expertise.

Call-to-action:

Migrate Windows SQL Database to AWS with reliability, agility, and speed.

- Link to campaign landing page

Tips:

- ✓ Review [Facebook](#) and [LinkedIn](#) guidance in Module 2 for a refresh on the elements.
- ✓ Use ref tags in the URL to help track ad performance.
- ✓ Run A/B testing to try different sets of copy and art to see what resonates best with your buyers.
- ✓ Include video to drive interest and conversion rate.
- ✓ Run each ad for 2 weeks because repetition is important in social marketing.



Define
Business
Objectives



Marketing
Campaign
Framework



Campaign
Target Market
Details



Campaign
Planning



**Campaign
Blueprint**

Find campaign asset #3: Paid search ads

Blackcomb Database Migration | Fast Migration with AWS

Ad www.blackcombwebsite.com

Buy and Deploy Blackcomb within minutes into AWS Cloud.

Zero-RPO - 60-second RTO - Secure Data Replication - Hybrid Cloud Support

Blackcomb Database Migration | Free Trial on AWS Marketplace

Ad www.blackcombwebsite.com

Migrate Windows SQL database to AWS with reliability, agility, and speed.

Zero-RPO - 60-second RTO - Secure Data Replication - Hybrid Cloud Support

Paid search ads help drive awareness of your solution to buyers through certain keyword searches and will help you reach a larger audience than social ads alone.

The example ads are search text ads which show up in the sponsored search results section. You can also leverage display ads, which show up on websites next to related content.

Call-to-action:

Blackcomb Database Migration: Fast Migration with AWS

- Link to campaign landing page

Tips:

- ✓ Review paid search ad guidance in Module 2 for a refresh on the elements. Utilize single-keyword ad groups.
- ✓ Use ref tags in the URL to help track ad performance.
- ✓ Compile lists based on where the lead stopped progressing through the sales funnel to retarget potential customers.

Bonus asset: Blog post

Blogs are another great way to promote your product. Use blogs to add unique and valuable insights into current events or changes related to your product. They boost your search engine optimization (SEO) and provide value to your customers at no cost to them.

3.5: Campaign Blueprint

CAMPAIGN DEVELOPMENT



Define
Business
Objectives



Marketing
Campaign
Framework



Campaign
Target Market
Details



Campaign
Planning



**Campaign
Blueprint**

Campaign Blueprint: Try

During the try stage of the campaign, most assets will be nurturing and retargeting to focus on the potential buyers who have indicated some interest or are already secured in the top of your funnel. You are moving to the middle of the sales funnel for more conversions.

Try stage

Goal: Use your solution outcomes to entice buyers to sign up for a free trial and retarget buyers that have not taken action yet.



Free trial nurture emails

- Title: Decrease your database operational costs by 50% with Blackcomb and AWS
- Link to AWS Marketplace Product Detail Page with free trial



Social retargeting ads with video

- Title: Decrease your database operational costs by 50% with Blackcomb and AWS
- Link to AWS Marketplace Product Detail Page with free trial

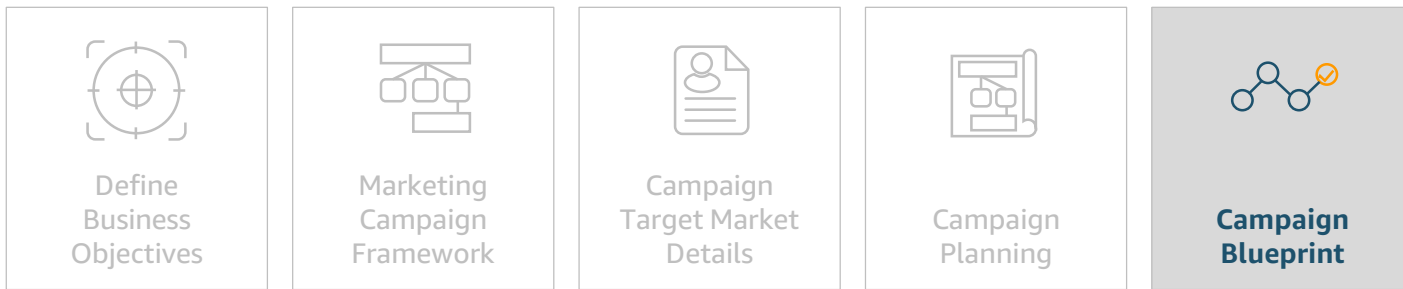


Lead call follow-up

- Follow up with the leads to help answer questions and move the buyer along the campaign journey.

Try campaign framework

Trial offer:	30-day free trial
Campaign type:	Demand Generation
Duration:	3 months
Budget:	\$30K of \$100K
KPIs:	Marketing Qualified Leads (MQLs), Sales Qualified Leads (SQLs)
Campaign goal:	200 free trial conversions (MQLs) and 40 SQLs



Try campaign asset #1: Free trial nurture emails

Email is the most effective way to nurture your leads and move them along the campaign journey. In this stage, you will be focused on the leads that downloaded your gated asset. An effective email campaign includes:

- A compelling offer that makes buyers want to read your email.
- Supporting images that clearly demonstrate value.
- A series of 3 emails, each sent a week apart, that will help the buyer move through the try stage.

	Email 1	Email 2	Email 3
Title	Decrease your database operational costs by 50% with Blackcomb and AWS	Decrease TCO by up to 70% with Blackcomb and AWS	Create new storage environments within minutes with Blackcomb and AWS
Call-to-action	Start your free 30-day trial today	Start saving money with Blackcomb today	Modernize your database with Blackcomb today

Tips:

- ✓ Review [nurture email](#) guidance in Module 2 for a refresh on the elements.
- ✓ Personalize your email to speak to the specific retargeting list you are contacting and the challenges they may be facing.
- ✓ Include a digital asset in a different format to reach a variety of learning styles. For example, use a webinar or short video instead of a static asset.
- ✓ Watch for buyer actions after sending each email and adjust your contact list as your buyers move through the sales funnel.



Define
Business
Objectives



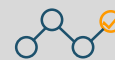
Marketing
Campaign
Framework



Campaign
Target Market
Details

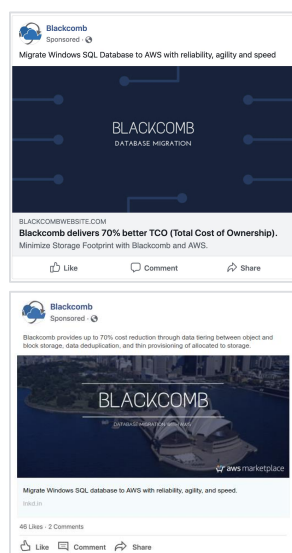


Campaign
Planning



**Campaign
Blueprint**

Try campaign asset #2: Social retargeting ads



Social retargeting ads will give you another opportunity to connect with your buyers who haven't downloaded your e-book or signed up for a free trial. Use these ads to create a sense of urgency and motivate your potential buyers to engage.

Call-to-action:

Decrease your database operational costs by 50% with Blackcomb and AWS

- Link to campaign landing page or product detail page with free trial.

Tips:

- ✓ Review [LinkedIn](#) and [Facebook](#) guidance in Module 2 for a refresh on the elements.
- ✓ Leverage a Facebook lead ad to capture buyer's contact information without them having to leave the site.
- ✓ Reach the right audience by using the targeting tools within Facebook and LinkedIn.
- ✓ Try ads that acknowledge that your buyers didn't engage previously to promote engagement.
- ✓ Run each ad for 2 weeks because repetition is important in social marketing.

Sales-assist nurture activity: Lead call follow-up

Follow up with the leads to help answer questions and move them forward in the campaign journey.

3.5: Campaign Blueprint

CAMPAIGN DEVELOPMENT



Define
Business
Objectives



Marketing
Campaign
Framework



Campaign
Target Market
Details



Campaign
Planning



**Campaign
Blueprint**

Campaign Blueprint: Buy

The buy stage of the campaign is where you encourage your potential customer to buy your product. These assets will be nurturing and retargeting to move customers to a decision. This is the end of the sales funnel.

Buy stage

Goal: Nurture Sales Qualified Leads (SQLs) to buy.



Buy nurture emails

- Title: Deploy Blackcomb in minutes in AWS Marketplace
- Link to AWS Marketplace Product Detail Page



In-person product demo

- Offer a product demo to give your buyers a hands-on view of how your product solves challenges.



Lead call follow-up

- Follow up with the leads to help answer questions and move the buyer along the campaign journey.

Buy campaign framework

Trial offer:	Custom Pricing
Campaign type:	Demand Generation
Duration:	2 months
Budget:	\$40K of overall \$100K
KPIs:	Wins
Campaign goal:	50 wins from AWS Marketplace



Define Business Objectives

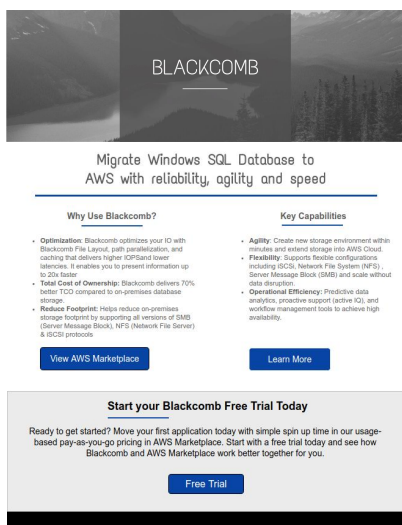
Marketing Campaign Framework

Campaign Target Market Details

Campaign Planning

Campaign Blueprint

Buy campaign asset #1: Buy nurture emails



Use email campaigns to continue demonstrating your value to customers who signed up for a free trial. In these emails, you can share new information, like blogs, or offer other trials, demos, or custom pricing, if applicable. Use a series of 3 emails with different sales-led activities to help move your buyer to a purchase.

Call-to-action:

- Reference the table below for details for each suggested email and link to your product detail page in your call-to-action.

	Email 1	Email 2	Email 3
Title	Deploy Blackcomb in minutes through AWS Marketplace		
Call-to-action	Access the full capabilities of Blackcomb today	Contact me for a free product demo	Join us for our webinar on [date and time]

Tips:

- ✓ Customize this email based on the customer challenges you identified in your messaging framework.
- ✓ For a sales-assist scenario, use this email to invite your customer to chat about their challenges and goals and how your solution can help.

Sales-assist nurture activity: Live product demo
Meet with your buyer to provide a live demo that is specific to their challenges.

Sales-assist nurture activity: Lead call follow-up
Follow up with the leads to help buyers make a purchase decision.



Module 4: Performance Measurement

Performance Measurement Overview

Every GTM effort is aimed at acquiring new customers and driving revenue growth of your offering through AWS Marketplace. Measuring GTM campaign performance throughout the buyer's engagement lifecycle is imperative to delivering results and optimizing future GTM tactics.

In this section, you will learn to set up campaign key performance indicators (KPIs), define the lead management process, and report KPIs to track progress.

Performance measurement components



Campaign
KPIs & ROI



Marketing Technologies



Lead
Management Process

4.1: Campaign KPIs & ROI

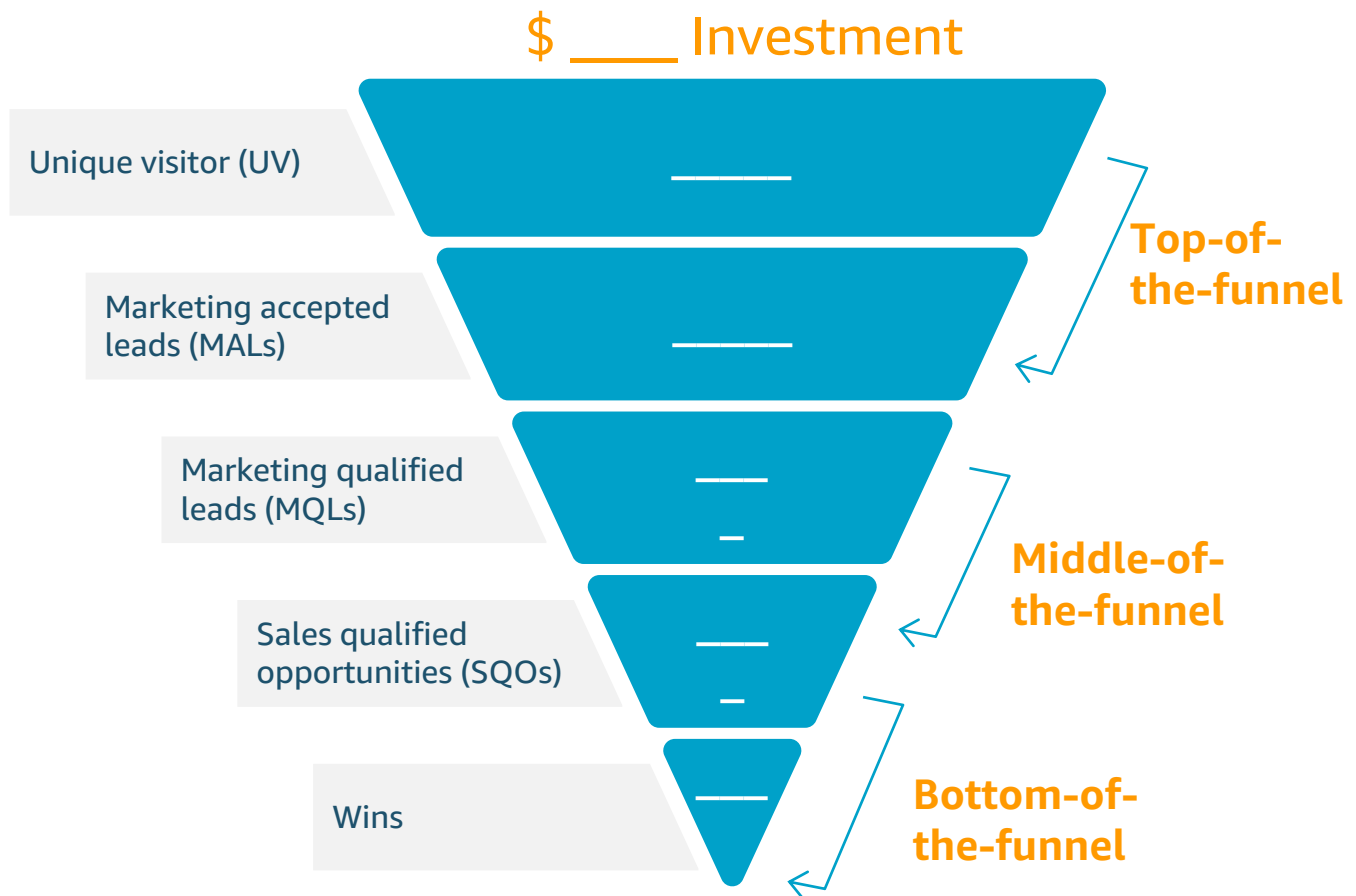


Campaign KPIs & ROI

Marketing Technologies

Lead Management Process

Each GTM campaign requires you to forecast marketing and sales metrics specific to top-of-funnel, middle-of-funnel, and bottom-of-funnel leads and opportunities. The diagram below outlines key funnel metrics to forecast leads, conversion rates, wins, and revenue that will determine campaign ROI. Reference the Excel forecast planning template to estimate campaign metrics by evaluating total campaign investment, metrics outlined below, and average annual revenue per transaction that you expect from your offerings in AWS Marketplace.



[Go to example](#)

[Go to exercise](#)

4.1.1: Campaign KPIs & ROI Example

PERFORMANCE MEASUREMENT



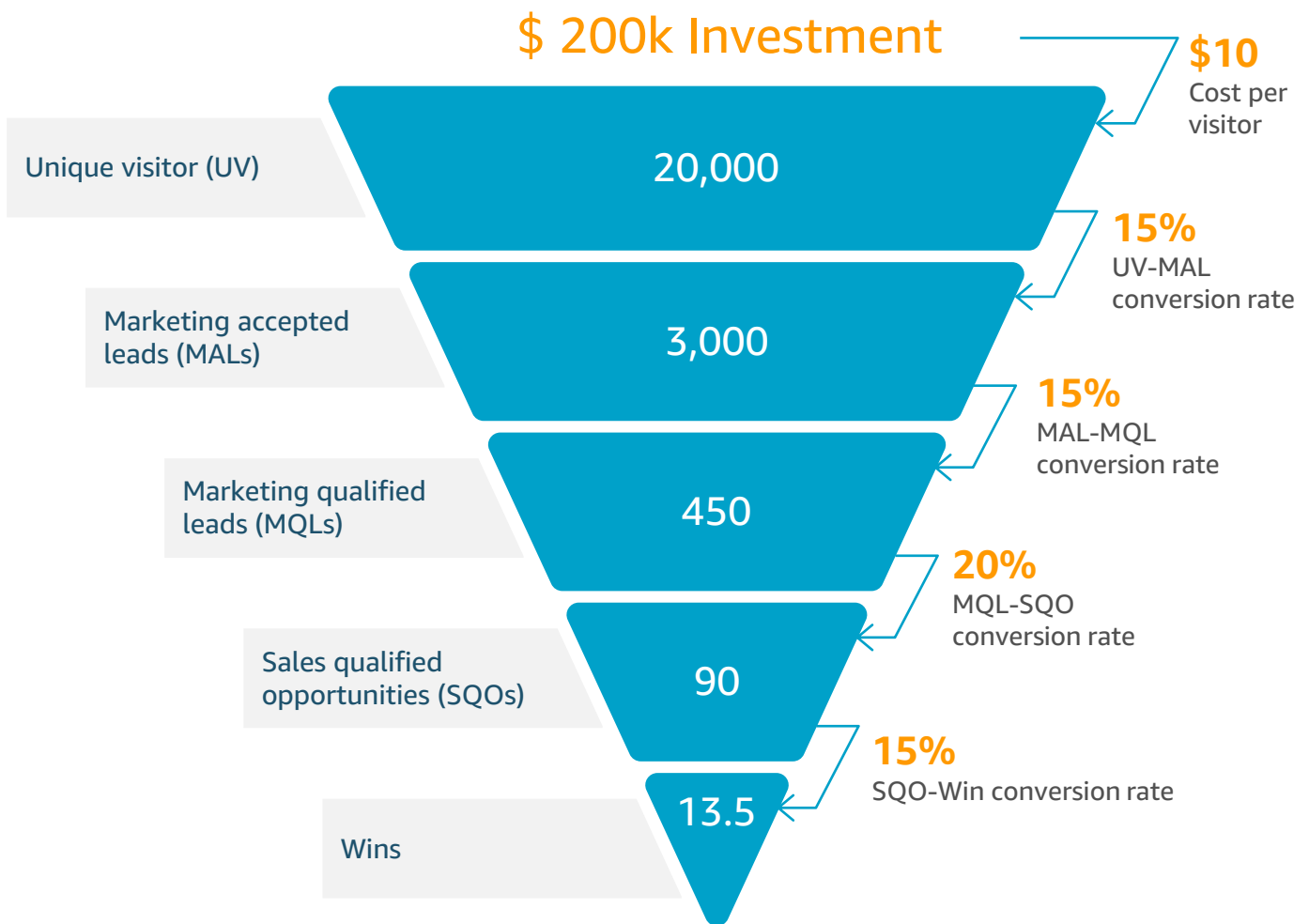
Campaign KPIs & ROI

Marketing Technologies

Lead Management Process

Example

The example below contains example investment level, impact, and conversion percentages. Each seller must define their own campaign KPIs and ROI for themselves.



[Go to exercise](#)

4.1.2: Campaign KPIs & ROI Exercise



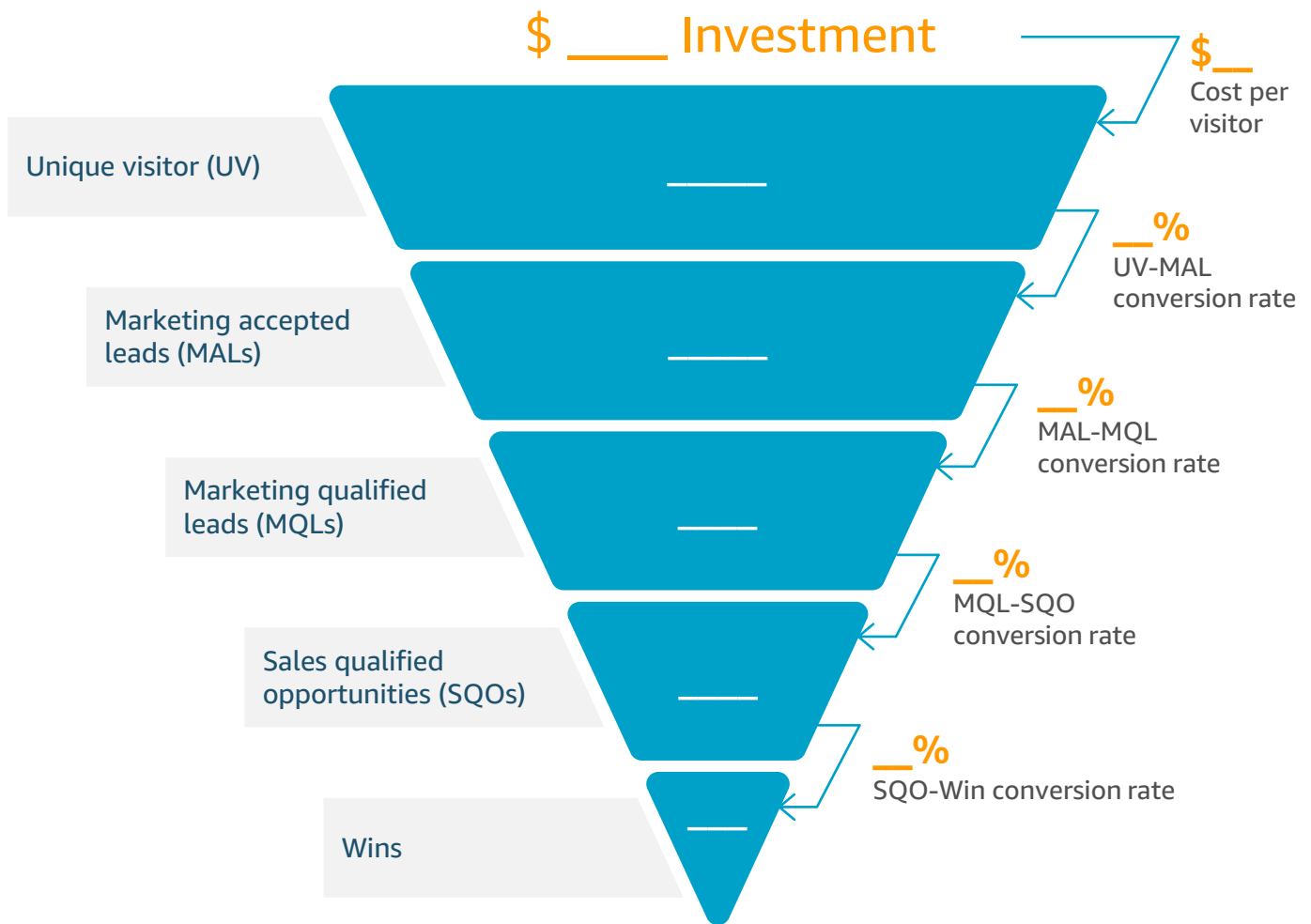
Campaign KPIs & ROI

Marketing Technologies

Lead Management Process

Exercise

Use the below funnel model to identify target metrics in support of your campaign, lead, and revenue objectives.



[Go to exercise](#)

4.2: Marketing Technologies



Campaign KPIs & ROI



Marketing Technologies



Lead
Management Process

Effectively collecting, tracking, and measuring campaign performance requires the adoption of foundational marketing tools and systems. The following technologies can be used to measure campaign performance and manage leads.



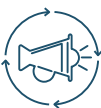
Web analytics: Measure campaign traffic, conversions, user behavior, and performance (For example, Google Analytics, Adobe Omniture).



Tag management: Deploy campaign tracking tags on your website, designed to track key events and conversion metrics relevant to your goals (For example, Google Tag Manager, Adobe Dynamic Tag Management).



Paid media platforms: Target potential customers and drive traffic to your campaign elements by purchasing media aligned to your target audience (For example, Facebook, LinkedIn, Google Ads, Twitter).



Marketing automation: Set up campaign email workflows and events based on your marketing and sales strategy (For example, Salesforce Marketing Cloud, Marketo, Pardot, HubSpot, Eloqua).



Content Management System (CMS): Use your CMS to deploy campaign landing pages, forms, and host offers. Most foundational elements will be housed in your CMS (For example, WordPress, Drupal).



Customer Relationship Management (CRM): Capture data on prospects and set up workflows to manage leads between marketing and sales (For example, Salesforce, Microsoft Dynamics).

4.3: Lead Management Process



Campaign KPIs & ROI



Marketing Technologies



**Lead
Management Process**

The lead management process has three important areas that you must define in order to effectively track and process leads:

- Consistent lead definitions.
- Campaign setup in marketing automation engine and CRM systems.
- Lead qualification and lead progression processes.



Campaign KPIs & ROI



Marketing Technologies



**Lead
Management Process**

Lead definitions

Core pipeline metrics – The definitions below are generic and sellers will likely require their own definitions to better match their lead management process.

- **Unique visitors (UV)** – A person who visits your website or web-based campaign elements at least once within the reporting period.
- **Marketing accepted leads (MALs)** – Contacts that convert through marketing activities with valid information that marketing has accepted and approved.
- **Marketing qualified leads (MQLs)** – A contact or website visitor whose engagement levels indicate they are more likely to become a customer than other MALs.
- **Sales qualified opportunities (SQOs)** – A contact that has been researched and vetted, first by the organization's marketing department and then by the sales team, and is deemed ready to hand off to sales.
- **Won/lost deals** – The indication of a won or lost deal after sales has engaged with the SQO.

Pipeline conversion health

- **UV:MAL** – Conversion rate of unique visitors to marketing accepted leads.
- **MAL:MQL** – Conversion rate of marketing accepted leads to marketing qualified leads.
- **MQL:SQO** – Conversion rate of marketing qualified leads to sales qualified leads.
- **SQO:Win** – Conversion rate of sales qualified leads to closed/won deals.

4.3: Lead Management Process



Campaign KPIs & ROI



Marketing Technologies



**Lead
Management Process**

Campaign setup in marketing automation engine & CRM systems

Once you have defined your campaign, you will create campaigns in your **marketing automation engine** (track visitors) and **CRM system** (track leads & pipeline). Setting up these campaigns in advance will automate lead creation in your CRM system as visitors convert into leads. Also, in some cases, such as events, you can upload leads directly into the CRM system against your campaign and use your connected marketing automation engine to tailor marketing communications to your new leads.



Campaign KPIs & ROI



Marketing Technologies


**Lead
Management Process**

Lead qualification and lead progression processes

Lead qualification starts by predefining your lead scoring system. Every organization uses its own methodology and you should align to the scoring system that fits your offering profile, buyer's journey, and GTM touch points.

Organizations typically score leads on a scale of 1-100, and use **behavioral lead scoring** at the core of their model.

Behavioral lead scoring:

Behavioral lead scoring is based on measuring and tracking the actions a lead takes, and applying a score to the lead based on those actions. See example below:

Marketing Channel	Behavior	Score
Website	Requested demo	Important action (+50)
	Visited pricing page	Important action (+10)
	Unsubscribed	Negative action (-10)

This scoring system defines the timing and scoring associated with the following conversions:



Typically at the MQL stage, marketing teams pass MQLs over to their sales teams for them to process leads. This hand off is where most leads can fall off the radar. Therefore, you must define a clear process where your sales team can assess and accept lead ownership.

As a best practice, and particularly for larger opportunities, marketing teams must do a warm-handoff of leads to their sales teams with a couple of follow ups to ensure lead progression.



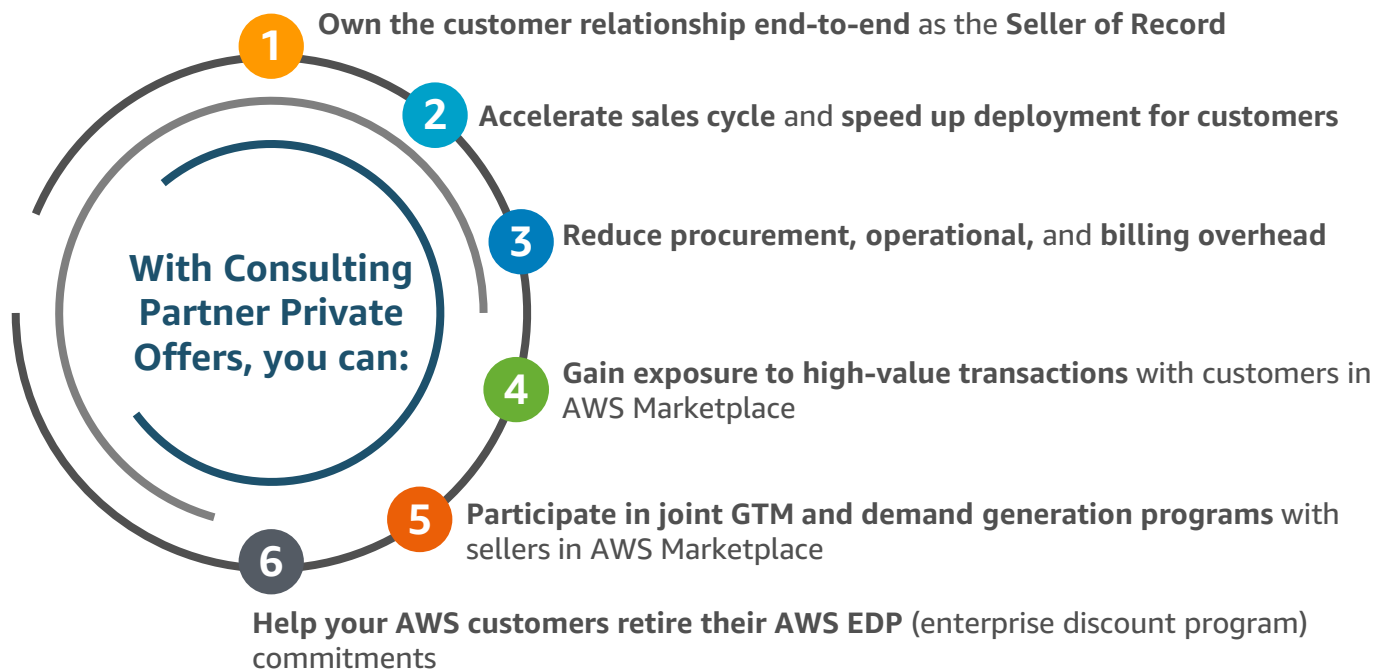
Module 5: Consulting Partners

AWS Marketplace Consulting Partner Private Offers

CONSULTING PARTNER ACTIVATION



Consulting Partner Private Offers (CPPO) enable you to negotiate pricing and resell 3rd party software to AWS customers in AWS Marketplace. Customers get the benefits of consolidated billing, cost analysis, and subscription management with the ability to pay a lower, privately negotiated price designed specifically for them.





Joint GTM programs give you the opportunity to work with sellers to create messaging, sales readiness content, and GTM campaign assets.

Gain the opportunity to extend current **GTM engagement**



Integrate digital into existing motions



Leverage available **GTM funding** from the Seller-AWS GTM plan



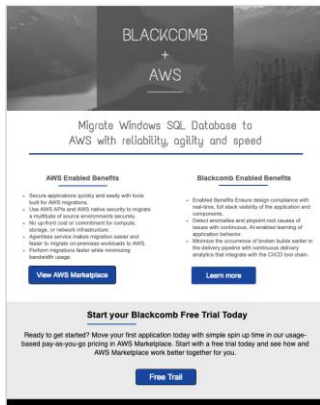
Offer customer **events and webinars** as early-start activities



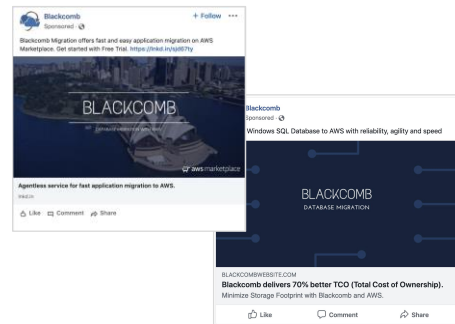


Initiate joint digital nurture campaigns with sellers utilizing email, paid search, retargeting ads, and campaign landing pages. Digital campaigns should contain both solution-focused and commitment-focused campaign assets.

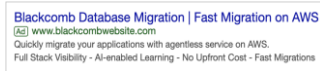
Email



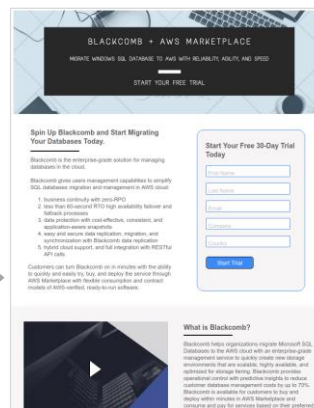
Retargeting ads



Paid search ads



Campaign landing page



Solution-focused:

Provide thought leadership content that explains how your offering achieves **customer outcomes** and why it is the best option for the customer.

Commitment-focused:

Help the customer create the solution architecture based on your **offering capabilities** and **positioning statements** to accelerate decision-making.



As part of a joint GTM strategy, identify and accelerate opportunities by working with sellers to determine the customer profile and propensity to purchase through AWS Marketplace.

Below are questions you can ask your customers to assess their cloud journey and readiness to act.

Questions

Where are your customers in their cloud journey?



Migration is a great opportunity for potential AWS Marketplace customers

What business need is driving cloud adoption?



Datacenter migration
Operational costs
Scalability
Consumption
Business agility

What solution area or workload are they focused on?



Data & analytics
DevOps
Migration
Security
Storage
Networking
IoT
Machine Learning

What challenges do your customers face?



Accelerated deployment timelines
Complicated procurement

What outcomes are your customers looking for?



Flexible contract models
Negotiated discounts
Grow cloud strategy with a trusted partner

Examples



What is Consulting Partner Private Offers (CPPO)?

[Consulting Partner Private Offers](#) allow Consulting Partners to resell discounted software from independent software vendors (ISVs) in AWS Marketplace to AWS customers. CPPO enables Consulting Partners to engage customers directly to offer custom pricing through recurring and negotiated pricing and terms. As the Seller of Record, a Consulting Partner is able to recognize revenue upfront and own the contractual and financial relationship from start to finish.

What are the benefits of AWS Marketplace?

[AWS Marketplace](#) is a curated digital catalog that simplifies software provisioning and makes it easy for customers to find, buy, and deploy thousands of third-party ISV solutions that run on AWS.

AWS Marketplace can help Consulting Partners accelerate their sales cycles with features that support quick and easy provisioning and deployment of curated ISV technology solutions.

How do customers benefit from CPPO?

CPPO provides customers with the software they need, integrated with the Consulting Partner support they want, including custom-negotiated pricing and terms. This supports fast procurement, deployment, and management of verified AWS-ready software.

Customers looking for new or different software to support cloud-first initiatives can work with a single, experienced Consulting Partner to gain necessary guidance on a variety of relevant software, which can be available at discounted rates. Also, as software needs scale or shift, CPPO makes it easy for cloud-first customer organizations to enable the productivity and innovation needed to compete, grow, and evolve.



Why is AWS Marketplace adding support for Consulting Partners?

There are several reasons, including:

- Some ISVs transact up to 90% of their business through Consulting Partners. Others do not have a direct sales capability.
- ISVs rely on Consulting Partners for scale, reach, specialization, and value-add services to customers. Some customers require professional services to navigate product complexities and may want to purchase directly from a Consulting Partner with whom they have a close and trusted relationship. Customers trust that Consulting Partners will provide the proper terms and manage relationships with multiple ISVs.
- Certain Consulting Partners may specialize in regional needs, industry verticals, or software categories, and customers may use a Consulting Partner to guide them during software purchases, setup, and maintenance.
- Enabling the channel increases choice for AWS customers and supports additional aspects of their software ownership needs.

Does CPPO support high-volume transactions?

Yes, an ISV can provide Consulting Partners a blanket wholesale price from which they can resell any quantity of that product to any AWS customers via AWS Marketplace.

What type of reporting do I get with CPPO?

Consulting Partners and ISVs will receive the same Seller reports as other AWS Marketplace Sellers. These reports can be found in the [AWS Marketplace Management Portal](#). These reports will include an additional column containing the wholesale cost to the ISV. For more information, please go here:

<https://docs.aws.amazon.com/marketplace/latest/userguide/Reporting.html>

What is the typical mark up a Consulting Partner includes with AWS Marketplace?

Each Consulting Partner may decide their markup. This often depends on their relationship with a customer and the discount they receive from an ISV. Markups typically reflect margin, managed services and support, and workshop charges, as well as other considerations.

**Why would a customer buy through a Consulting Partner when they can buy directly from AWS Marketplace?**

A Consulting Partner can help customers leverage incentive programs and also serves as their trusted advisor, managing specific ISV procurement for them. Consulting Partners also have the ability to negotiate terms for a specific ISV purchase. Customers can receive better pricing through a Consulting Partner and gain a trusted advisor for their software needs in AWS.

Are the discounts Consulting Partners get with ISVs through AWS Marketplace better than direct Consulting Partner - ISV discounts?

It depends on the relationship a Consulting Partner has with an ISV. However, they can use CPPO to explore new discounts with existing and new ISVs.

What about the contracts I have in place with my customers today? Can AWS Marketplace work with these established agreements?

You can include the contract terms you have today with AWS Marketplace, but they would not be enforceable through AWS Marketplace.

Who has to own the Master Payer Account with CPPO?

Who owns the Master Payer Account is not relevant with CPPO, however AWS Marketplace needs the AWS account number for who is subscribing.

Do I have to be a certain partner level of Amazon Partner Network to sell using CPPO?

No, you only need an AWS Account ID. However, joining APN allows you to take advantage of several benefits, including access to technical and program guidance videos, partner-only sales enablement resources, discounted AWS Instructor-led training, and much more.

Do I have to be part of the AWS Solution Provider Program to sell using CPPO?

No, you do not need to be part of the AWS Solution Provider Program. However, joining APN and the AWS Solution Provider Program provides you access to a tiered discount structure based on your technical capabilities and success in driving new business, flexible contracting options to meet the unique needs of customers, and support that aligns to your AWS practice.



How can I pay my reps on consumption deals?

This depends on how you book revenue today. You will receive regular reports that reflect your customers' consumption.

Do deals closed through AWS Marketplace count to my overall revenues with the APN?

Yes, revenue earned through AWS Marketplace can contribute to revenue requirements for different levels within APN.

Am I required to use CPPO or can I use other Seller Private Offers?

Consulting partners may use both CPPO and other Seller Private Offers.

I'm a Consulting Partner and have additional questions about CPPO. Where can I learn more?

You can review the CPPO user guide for more information:

<https://docs.aws.amazon.com/marketplace/latest/userguide/consulting-partner-offers.html>

Alternatively, you can reach out to aws-mp-channel@amazon.com for more information.

Why AWS and AWS Marketplace for Consulting Partners?

Millions of customers are currently leveraging AWS cloud products and solutions.

AWS Marketplace delivers greater value to your customers by accelerating opportunity closure with features that support quick and easy provisioning and deployment of curated ISV technology solutions that run on AWS.

Using **Consulting Partner Private Offers (CPPO)**, ISVs authorize Consulting Partners to resell software to AWS customers.

Consulting Partner opportunities

Consulting Partners have new opportunities as the digital landscape changes for their customers, including:

- Exceeding new and evolving customer cloud migration requirements.
- Helping customers transition from on-premises architectures, large software portfolios, and in-perpetuity licensing utilizing existing terms
- Streamlining operations and reducing procurement overhead
- Accelerate sales cycle and speed up deployment, saving customers time and money

Identify opportunities with ISVs

Determine the customer profile and propensity to purchase through AWS Marketplace.

- **Customer cloud adoption stage** (such as migration)
- **Cloud adoption business drivers** (such as datacenter migration, operational costs, scalability, consumption, or business agility)
- **Solution area or workload** (such as Data & Analytics, DevOps, Migration, Storage, Networking, or Security)
- **Customer challenges** (such as accelerated deployment time, complicated procurement)
- **Customer outcomes** (flexible contract models, negotiated discounts, maintain relationships with trusted partner)

Consulting Partner benefits

With AWS Marketplace, Consulting Partners can:

- **Reduce overhead and time-to-market for customers** by allowing them to quickly test, buy, and deploy ISV solutions that run on AWS
- **Create and extend customer relationships** and opportunities by becoming the Seller of Record for ISV solutions in AWS Marketplace
- **Leverage AWS Marketplace features** to reduce procurement, operational, and billing overhead
- **Help your AWS customers** and **retire their AWS EDP** (enterprise discount program) commitments
- **Gain exposure to high-value opportunities** with AWS (including dedicated technical and sales resources)

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You can resell software listed in AWS Marketplace directly to your customers and be the **Seller of Record**.

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- **What business need is driving cloud adoption?**
Datacenter costs, scalability, consumption, or business agility
- **What solution area or workload are they focused on?**
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How do Consulting Partners get paid?

1. When the customer successfully subscribes to the Consulting Partner Private Offers link, the deal is booked and AWS will include the charges outlined in the offer directly to the customer's AWS bill
2. AWS Marketplace transactions are billed to the customer's monthly AWS invoice
3. When the customer pays their invoice, AWS will disburse payment to the Consulting Partner and ISV simultaneously
4. Individual commission and quota retirement is determined by each individual company

Qualifying questions

Q: Where are you in your cloud journey?

If a customer is just starting their journey, a migration project is a great opportunity to review current applications to determine which ones can be retired, which ones need to move over to the cloud, and which ones can/should be replaced with something new.

Q: What are the key applications you are running on the cloud?

The AWS Marketplace catalog currently lists 4800+ products from 1400+ ISVs, enabling you to map key applications.

Q: What is your process for acquiring software?

AWS Marketplace can simplify the process because AWS Marketplace does not require any purchase orders from the customer for software purchases on AWS Marketplace, which serves as the distribution engine.

Q: Are you an AWS EDP (Enterprise Discount Program) customer?

Purchases from AWS Marketplace of 3rd party software will contribute to the retirement of the EDP at 50% of the value of software billed.

How do I transact with AWS Marketplace?



Why AWS and AWS Marketplace for Consulting Partners?

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Consulting Partner benefits

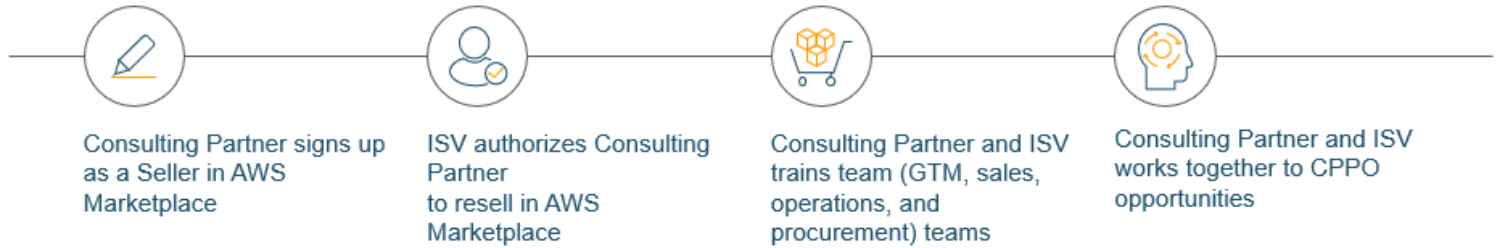
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- **Create and extend customer relationships** and opportunities by becoming the Seller of Record for ISV solutions in AWS Marketplace
- **Leverage AWS Marketplace features** to reduce procurement, operational, and billing overhead
- **Help your AWS customers** and **retire their AWS EDP** (enterprise discount program) commitments
- **Gain exposure to high-value opportunities** with AWS (including dedicated technical and sales resources)

How does AWS Marketplace help streamline operations?

1. Own the customer contractual and financial relationship from start to finish as Seller of Record.
2. Accelerate the speed of transactions and deployments for customers.
3. Initiate and extend offers (or custom pricing) directly to customers with recurring or negotiated pricing and terms, reducing provisioning overhead.

Getting started with Consulting Partner Private Offers (CPPO)



How does a transaction work with CPPO?



Why AWS and AWS Marketplace?

- Millions of customers are currently leveraging AWS Cloud products and solutions.
- AWS Marketplace provides your customers with features that support quick and easy provisioning and deployment of curated ISV technology solutions that run on AWS.

What is Consulting Partner Private Offers?

- Consulting Partner Private Offers (CPPO) in AWS Marketplace is a feature that enables ISVs to authorize Consulting Partners to resell discounted software. This allows ISVs to focus on their core competencies, while Consulting Partners help grow your customer reach.

ISV benefits

By authorizing Consulting Partners to resell software products with custom pricing, ISVs can:

- **Delight and support** AWS customers through a combination of the right software, solutions, services, and support.
- Collaborate with Consulting Partners to help customers retire their **AWS EDP** (enterprise discount program) commitments.
- Receive AWS Marketplace GTM resources and **collaboration tools**

Why is this important to ISVs?

ISVs have new opportunities to expand their customer base while leveraging existing partnerships. CPPO allow ISVs to:

- Be where over **230,000 active customers** are buying
- Partner with a **large pool** of active Consulting Partners across North America and EMEA
- Engage with Consulting Partners focused on **emerging technologies**
- Align with AWS sales teams to **help close CPPO deals**

Identify opportunities with Consulting Partners

Evaluate customers needs and opportunity size by identifying:

- Customers **cloud adoption stage** and key business drivers that will drive adoption
- **Solution area** and workload needs
- Customer **challenges**

When talking with customers, highlight CPPO benefits, including:

- **Flexible** contract models
- Negotiated **discounts**
- Continuity with **trusted advisors**

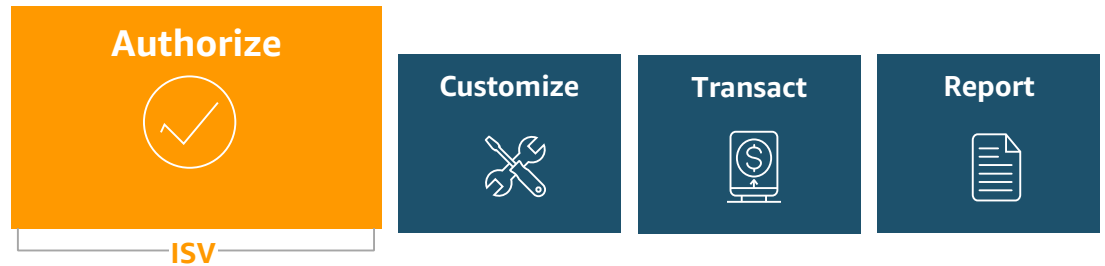
Best practices for ISVs participating in Consulting Partner Private Offers (CPPO)

- Authorize top Consulting Partners with blanket or negotiated discounts.
- Pursue high value co-selling opportunities with AWS Field Sales teams and Channel Account Managers.
- Engage the AWS Marketplace team to educate your sales teams and conduct joint trainings with Consulting Partners.
- Work with the AWS Marketplace GTM team for co-funded Consulting Partner/ISV joint marketing campaigns.
- Leverage CPPO sales enablement materials.

How does Consulting Partner Private Offers work?

There are four steps to set up an offer. ISVs complete only one – authorize Consulting Partners to resell your software. When authorizing, consider:

- Blanket authorizations
- Custom authorizations
- Authorize all or strategic partners



Consulting Partner Private Offers flow





To download enablement resources, go to [APN](#) or use the links below:

For Consulting Partners :

- CPPO awareness video for customers
- CPPO awareness video for Consulting Partners
- CPPO training video for Consulting Partners and ISVs
- CPPO overview CP customizable template for customers
- CPPO overview CP template instructions
- CPPO sales calculator for Consulting Partners
- CPPO Ops Kit process infographic
- Messaging and battlecard template
- Messaging and battlecard sample

[Go to download page](#)

For ISVs selling through Consulting Partners:

- CPPO awareness video for customers
- CPPO training video for Consulting Partners and sellers
- CPPO overview customizable template to ISV sales team
- CPPO overview template instructions
- CPPO sales calculator for sellers
- CPPO Ops Kit process infographic
- Messaging and battlecard template
- Messaging and battlecard sample

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Module 6: ISV Sales Enablement

ISV Sales Enablement Overview

Sales guidance, messaging, and templates to help your ISV sales teams co-sell through AWS Marketplace.

ISV Sales Enablement Quick Reference:

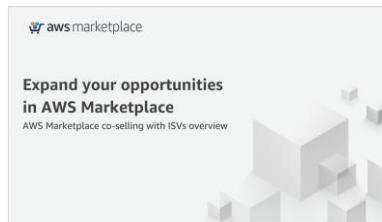
Two page resource on AWS Marketplace messaging, co-selling guidance, qualifying questions, AWS engagement model and Seller Private Offers. Customize page two to your specific guidance.



CUSTOMIZE IT

Co-selling With ISVs Overview:

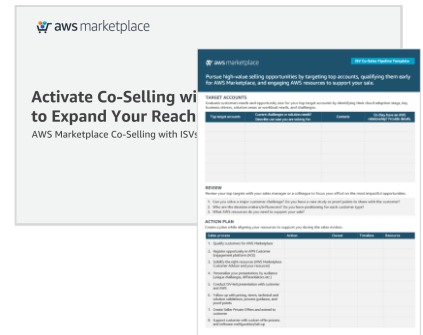
Create awareness on AWS Marketplace messaging, how to engage AWS resources in the co-selling process and learn how to complete a Seller Private Offers.



CUSTOMIZE IT

Co-Selling with ISVs Pipeline Generation Session:

Generate opportunities to co-sell in AWS Marketplace by facilitating a clear plan. Leverage this deck and opportunity template to activate your sales team.



CUSTOMIZE IT + ACTIVATION



Create awareness on AWS Marketplace for you and your customers by using the ISV Sales Enablement Quick Reference. It includes:

- AWS Marketplace messaging, sales guidance, qualifying questions, and an engagement model for co-selling with AWS sales reps.
- Seller Private Offers step-by-step guidance.
- Seller Private Offers customer experience.
- Highly customizable opportunities on page two for ISV sales leadership to add guidance on AWS Marketplace “better together” value, incentives, sales process guidance, and resources.

Go to resource

Go to download page

AWS Marketplace is a curated digital catalog that makes it easy for customers to find, buy, deploy, and manage third-party software they need to build solutions and run their business. To learn more, click [here](#).

Customer challenges addressed by AWS Marketplace

- Complicated on-premises portfolios and increasing data center costs
- Move from licensing to subscription-based pricing
- Consistent way to manage all applications, including purchases and migrations
- Efficient way to manage compliance and controls

Customers leverage AWS Marketplace to rapidly deploy solutions and improve operational oversight.

1. Streamlined procurement and operations

- Consolidated billing
- Custom pricing and terms
- Easy license management and renewals

2. Flexible consumption and contract models

- Free trial
- Flexible pricing
- Hourly & monthly
- Annual & multi-year
- Bring your own license (BYOL)
- Seller Private Offers
- Consulting Partner Private Offers

3. Quick and easy deployment

- Amazon machine image
- CloudFormation template
- SaaS
- API
- Containers
- Amazon SageMaker
- Procurement systems Integration



AWS Marketplace value

Customers	ISV sales
<p>AWS Marketplace offers efficiency and choice through a catalog of innovative, verified, and ready to run software.</p> <p>Through simplified procurement and provisioning, customers can negotiate custom pricing and terms, draw down their AWS enterprise discount program (EDP) commitment, and manage costs with consolidated billing.</p>	<p>AWS Marketplace can help you grow your opportunity and increase your revenue with over 230,000 high-value, cloud-ready customers.</p> <p>Target prospects moving to the cloud with AWS, leverage incentivized AWS field sales, and close deals faster with customers retiring an EDP commitment.</p>



Customer qualifying questions

1. What business challenges or opportunities are driving your cloud adoption strategy?
2. Where are you in your cloud journey? What's working? What's not working?
3. What business outcomes are you looking for? What does success look like?
4. What applications are you running in the cloud?
5. What solution(s) or workload are you focused on now?
6. Are you an AWS EDP customer?
7. What is your process for acquiring software?
8. Do you use a procurement system? Which one? (e.g. Coupa, Ariba)
9. Have you considered procuring through AWS Marketplace?



Engagement with the AWS team

AWS is incentivized and motivated to support your sale. Submit your qualified opportunities through APN Customer Engagement program (ACE) and an AWS ISV Success Manager is notified to unlock additional AWS resources.

ISV Success Manager	Account Manager	Customer Advisor
<ul style="list-style-type: none"> • Engage ISV Success Manager early to align resources • Supports ISV go-to-market and co-selling with AWS account manager to customers 	<ul style="list-style-type: none"> • Supports partner opportunity • Customer-obsessed and incentivized to <u>co-sell</u> with partner • Primary point of contact for customer opportunity engagement 	<ul style="list-style-type: none"> • Establishes the value of AWS Marketplace with customers • Helps with procurement and closing in AWS Marketplace when initiated through co-selling process.



ISV-led co-selling process

Qualify the customer for AWS Marketplace early by asking questions above. Then register the opportunity in ACE to engage AWS resources on ISV-led co-selling deals.

PROSPECTING		QUALIFICATION			PURSUIT	CLOSE	
Identify opportunities	ISV sales rep meets with customer and qualifies for AWS Marketplace	Register deal in ACE	Engage the right AWS resources	ISV leads customer joint meeting	Provide business and tech validations, terms, and pricing	ISV creates Seller Private Offers and extends to customer	Customer accepts offer and deploys solution
OUTCOMES							
List of target opportunities	Customer needs and AWS Marketplace opportunity identified	AWS ISV Success Manager notified	Account Manager, Customer Advisor engaged	Joint sale cycle starts	Customer negotiations completed	Customer receives email with custom offer link	AWS and ISV close sale and receive comp

Expand your reach and accelerate sales with AWS Marketplace

[ISV name here] in AWS Marketplace

- [Insert a statement about your offering in AWS Marketplace for your sale team to position with customers.]
- [Insert how AWS Marketplace fits into your overall sales priorities and sales guidance]
- [Insert a statement on how we're better together (e.g., innovation, speed, simplicity, easy to manage).]

Incentives

- [Insert details here on comp, SPIFs, or quota impacts for AWS Marketplace deals]
- [Insert other incentives like training or resources available to sales reps]

Resources

- [Insert link to your customer challenges]
- [Insert core sales material for process, engagement, role clarity]
- [Insert link after customized: AWSMP co-selling with ISVs overview deck]

AWS Marketplace information

- [Learn about AWS Marketplace](#)
- [Seller Private Offers](#)
- [Procurement System Integration](#)
- [APN Customer Engagement \(ACE\) Program](#)

Selling stages

Outcome	Guidance
Prospecting	
Engage decision makers and influencers at target companies	<ul style="list-style-type: none"> • Identify your highest propensity accounts • Understand customer's unique business challenges • Qualify if AWS Marketplace opportunity by asking key questions • [Insert target customer guidance here] • [Insert additional guidance here]
Qualification	
Opportunity registered in ACE	<ul style="list-style-type: none"> • [Insert how you want your sales reps to engage. e.g., do you have a pricing or deal desk? Who creates the private offer?] • Register the opportunity and brief AWS account manager • Introduce AWS Marketplace to customer as procurement option • Engage the AWS Customer Advisor to help sell the value of AWS Marketplace • Kick off a joint discussion with customer
Pursuit	
Solution and technical validations	<ul style="list-style-type: none"> • Provide proof points, private offer process guidance and SLAs • Provide pricing and terms • [Insert guidance here]
Close	
Opportunity negotiated and closed	<ul style="list-style-type: none"> • Negotiate final price and terms • Create and extend Seller Private Offers • Customer accepts and deploys • [Insert guidance here]

How to create Seller Private Offers

1. Sign into the [AWS Marketplace Management Portal](#), navigate to Offers, then choose "Create An Offer".
 2. Select the product from the drop-down list and enter the AWS customer account ID.
 - If customer is paying in installments, select allow buyers to pay for this product in installments.
- | | |
|--|--|
| <p>SaaS or AMI pay-as-you-go subscriptions</p> <ol style="list-style-type: none"> 3. Input the details negotiated with the customer including pricing, EULA, and Offer Expiry Date. 4. Input Offer Duration, the length of time the customer has access to special pricing (up to 3 years/1095 days). | <p>SaaS or AMI monthly or annual contracts</p> <ol style="list-style-type: none"> 3. Input the details negotiated with the customer including Contract Duration, terms, EULA, and Offer Expiry Date. 4. If using the Flexible Payment Scheduler, input payment installment details. |
|--|--|
5. Choose "Review Offer" and verify that the offer details have been entered correctly. If correct, choose "Extend Offer". (Offer will take approximately 45 minutes to appear on "Manage Private Offer" page.)
 6. On the "Manage Private Offers" page, locate your offer and then choose "Copy Offer URL" under Actions and send the URL to your customer with supporting information on how to accept the offer.

Customer experience subscribing to a Seller Private Offer

- Customers visit the product page with the Seller Private Offer and review contract duration, payment details, and EULA.
- If SaaS or AMI pay-as-you-go subscription, choose "Accept Terms". A conformation page will open, indicating they have successfully subscribed.
 - If AMI annual, select "Accept Terms". Choose "View Options" and then indicate desired instance type and number of subscriptions. When complete, choose "Add". Choose "Purchase" and then "Pay Now".
 - If SaaS contract, indicate desired units and contract duration. If the customer has agreed to a payment schedule, review payment installment amount and dates. Choose "Create Contract" then select "Pay Now".
 - If AMI contract, choose "Accept Terms". Indicate desired instance type and number of licenses. If the customer has agreed to a payment schedule, review payment installment amount and dates. Choose "Create Contract" then "Confirm". A confirmation page will open, indicating they have successfully subscribed.
- Start using the software:** When the customer is ready, choose "Continue to Configuration" for AMI or "Set up your account" for SaaS.

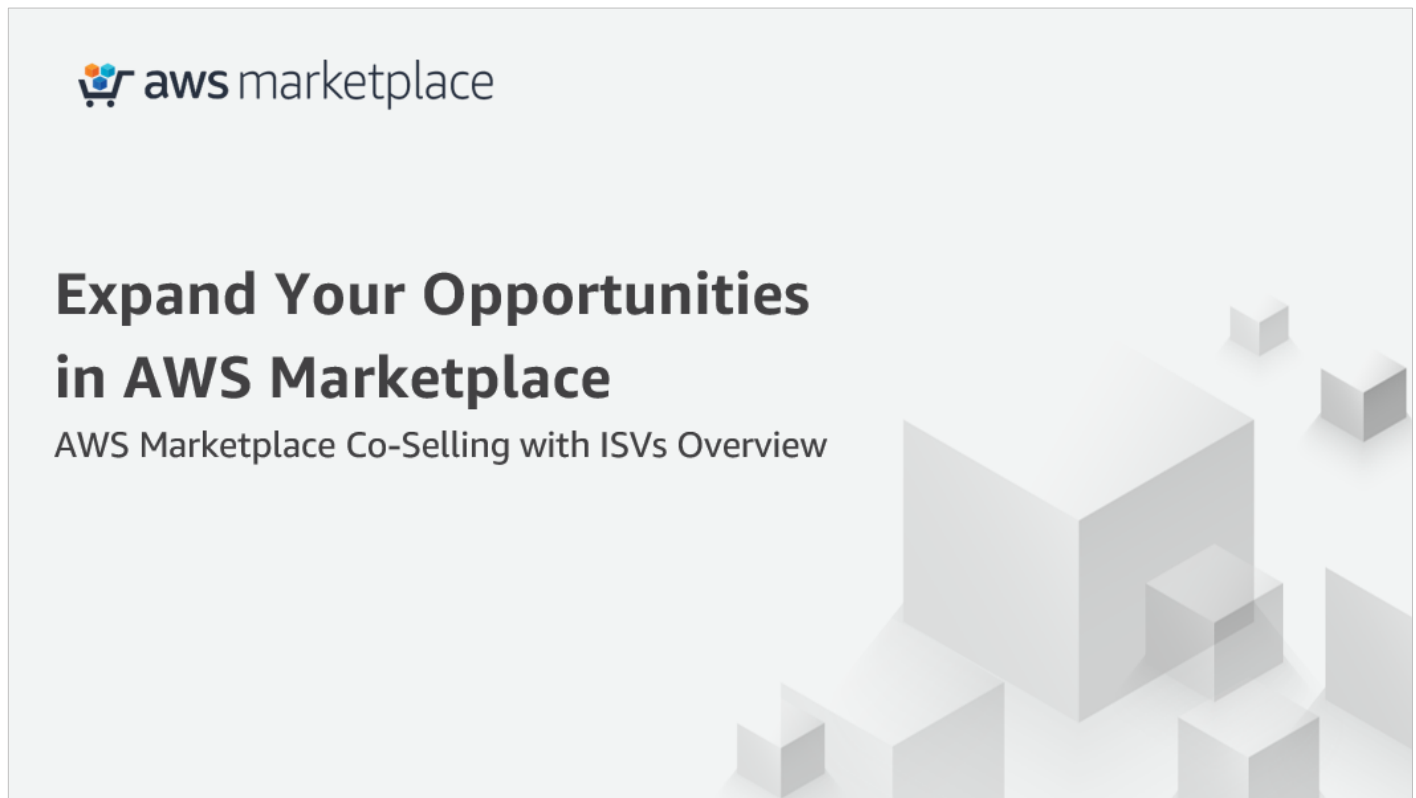


Expand your opportunities in AWS Marketplace by enabling your sales reps with sales guidance, messaging and instructions on how to close deals in AWS Marketplace.

AWS Marketplace Co-Selling with ISVs Overview includes:

- AWS Cloud platform and partner ecosystems
- AWS Marketplace overview
- Co-selling with AWS
- AWS Marketplace Seller Private Offers step-by-step process and customer experience details
- AWS Marketplace Consulting Partner Private Offers process

This deck also includes **customizable slides** to include your unique sales guidance, strategy and goals, and messaging.



V2 Published 2/2020

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Co-selling with ISVs Pipeline Generation Session

ISV SALES ACTIVATION




Activate co-selling with AWS by using this resource to create a qualified opportunities plan.

AWS Marketplace Co-Selling with ISVs Pipeline Generation Session includes:

- Refresh on AWS Marketplace
- Qualifying questions
- Co-selling targets and plan
- Co-selling process

This deck includes a **customizable slide** to include your unique solution message combined with AWS Marketplace value, sales guidance, supporting resources, and incentives.

It also includes a **pipeline template** to create your customized plan.



ISV Co-Sales Pipeline Template

Pursue high-value selling opportunities by targeting top accounts, qualifying them early for AWS Marketplace, and engaging AWS resources to support your sale.

Activate Co-Selling with AWS to Expand Your Reach

AWS Marketplace Co-Selling with ISVs Pipeline Generation

TARGET ACCOUNTS
Evaluate customer needs and opportunity size for your top target accounts by identifying their cloud adoption stage, key business drivers, solution areas or workload needs, and challenges.

Top target accounts	Current challenges or solution needs? Describe use case you are solving for.	Contacts	Do they have an AWS relationship? Provide details.

REVIEW
Review your top targets with your sales manager or a colleague to focus your effort on the most impactful opportunities.

1. Can you solve a major customer challenge? Do you have a case study or proof points to share with the customer?
2. Who are the decision makers/influencers? Do you have positioning for each customer type?
3. What AWS resources do you need to support your sale?

ACTION PLAN
Create a plan while aligning your resources to support you during the sales motion.

Sales process	Action	Owner	Timeline	Resource
1. Qualify customers for AWS Marketplace				
2. Register opportunity in APN Customer Engagement platform (ACE)				
3. Solidify the right resources (AWS Marketplace Customer Advisor and your resources)				
4. Personalize your presentation, by audience (unique challenges, differentiators etc.)				
5. Conduct ISV-led presentation with customer and AWS				
6. Follow up with pricing, terms, technical and solution validations, process guidance, and proof points				
7. Create Seller Private Offers and extend to customer				
8. Support customer with custom offer process and software configuration/set-up				

[Go to template](#)
[Go to download page](#)

Co-Selling with ISVs Pipeline Template



Exercise:

Define your top target accounts including their current challenges or solutions needed, contacts and if they have an AWS relationship.

Top target accounts	Current challenges or solution needs? Describe use case you are solving for.	Contacts	Do they have an AWS relationship? Provide details.

Review your top targets with your sales manager to focus your efforts.

- *Can you solve a major customer challenge? Do you have proof points to share?*
- *Who are the decision maker/influencers? Do you have positioning for each customer type?*
- *What AWS resources do you need to support your sale?*

Create your action plan, per opportunity.

Sales process	Action	Owner	Timeline	Resource
1. Qualify customers for AWS Marketplace				
2. Register opportunity in APN Customer Engagements Program (ACE)				
3. Solidify the right resources (AWS and your resources)				
4. Personalize presentation, by audience (unique challenges, differentiators etc.)				
5. Conduct ISV-led presentation with customer and AWS				
6. Follow up with pricing, terms, technical and solution validations, process guidance, and proof points				
7. Create Seller Private Offers and extend to customer				
8. Support customer with custom offer process and software configuration/set-up				

Field Ready Kit



The Amazon Partner Network (APN) offers a variety of benefits to APN Partners as they advance through the tiers and differentiate their practice through participation in APN Programs. One of these benefits is the opportunity to gain exposure and build relationships with the AWS Sales Teams by creating a Field Ready Kit that showcases an APN Partner's expertise on the AWS Cloud.

A Field Ready Kit is a collection of internal Go-To-Market materials that might include a battle card, internal partnership overview presentations, and any collateral specific to an APN Partner's customer-ready solution or offering. This content can provide the AWS Sales Teams important information about an APN Partner's capabilities and partnership with AWS. Learn more about how to participate [here](#).

To get started, contact your PDM or PDR by logging into [APN Partner Central](#).



To download enablement resources, go to [APN](#) or use the link below:

For ISV sales teams:

ISV Sales Enablement Quick Reference V2

Co-Selling with ISVs Overview Deck V2

Co-Selling with ISVs Pipeline Generation Session Deck

Co-Selling with ISVs Pipeline Template

[Go to download page](#)



Thank you!