

AWS Partner Marketing Central

Accelerate Your Marketing Success

Access resources to help you generate demand for your solutions on AWS

Marketing Central is a self-service marketing platform that enables you to generate demand for your solutions on AWS. As a benefit to AWS Consulting Tier Partners (Select+) and AWS Partners with Program Designations, you can easily customize and launch co-brandable Partner Ready campaigns, or leverage cost effective services from regional AWS preferred agencies with Channel and AWS expertise.



Partner Ready Campaigns

Execute campaigns with customizable and co-brandable content that enable you to generate demand and drive additional pipeline.



Marketing Concierge Service

Connect with virtual Partner Marketing Managers (vPMs) who will provide personalized marketing support and guidance.



Agency Connect

Engage AWS preferred agencies for pre-negotiated, cost-effective services to support your joint marketing efforts.



Marketing Academy

Learn how to drive awareness, interest, and demand for your offerings through our self-service marketing curriculum.

Accessing Marketing Central

As a benefit of being a qualified Partner in the AWS Partner Network, you have access to Marketing Central at no cost in Partner Central.



Step 1
Log into Partner Central



Step 2
Navigate to the Marketing tab



Step 3
Click "Launch" under Marketing Central tile



Step 4
Click on the desired service

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Partner Ready Campaigns

Execute pre-approved, co-brandable marketing campaigns

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

[View Available Campaigns](#)



Marketing Concierge Service

Navigate marketing tools and resources with live support

Work with a virtual Partner Marketing Manager (vPMM) who will provide assistance with onboarding, enablement, campaign development, MDF utilization, and help qualified Partners in creating joint marketing plans.

[Meet Your vPMM](#)



Agency Connect

Optimize your marketing efforts and build pipeline

Leverage regional AWS preferred agencies with channel expertise to deliver high-quality demand generation services that are eligible for Marketing Development Fund (MDF) benefits.

[Find an Agency](#)



Marketing Academy

Learn how to drive demand for your solutions on AWS

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

[View Course Topics](#)



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[AWS Partner Central](#)



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aws partner
network