
AWS
re:Invent
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PEX103

Partner innovator stories: How to market your references

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Agenda

- Why customer stories matter
- Telling a narrative
- Marketing approach
- Campaign examples
- Results to date
- How you can get involved

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B2B buying journey

Sellers have
little opportunity
to influence
customer decisions

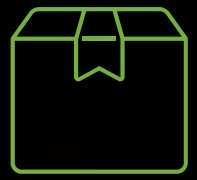
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B2B buying journey

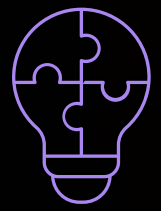
Buying journey
is not linear

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The storytelling approach



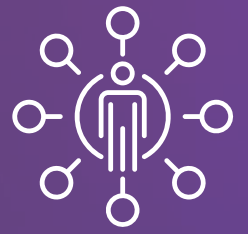
Selling products



Selling solutions



Business need challenges



Customer outcomes/ benefits

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Why Partner innovator stories

Partners know…

The measurable business outcome

End user customer benefits

Where AWS fits into a broader strategy



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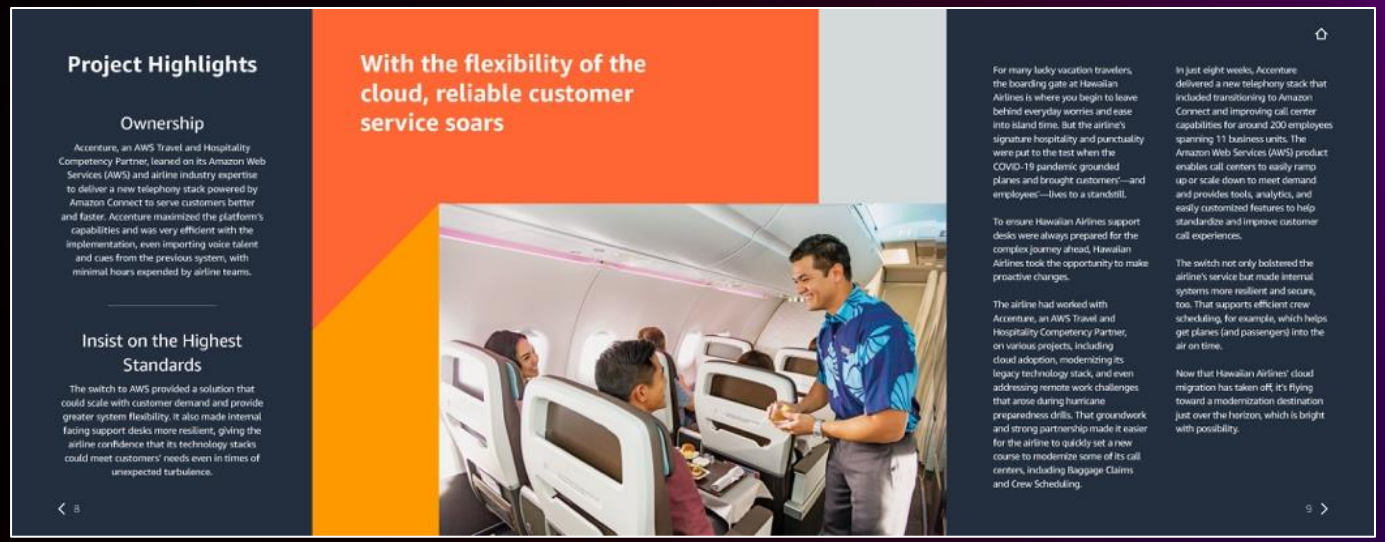
Personalizing the message

Focus on the customers

Relatable scenarios in Industry

Impactful imagery

Tell the story



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Group together and build launch plan



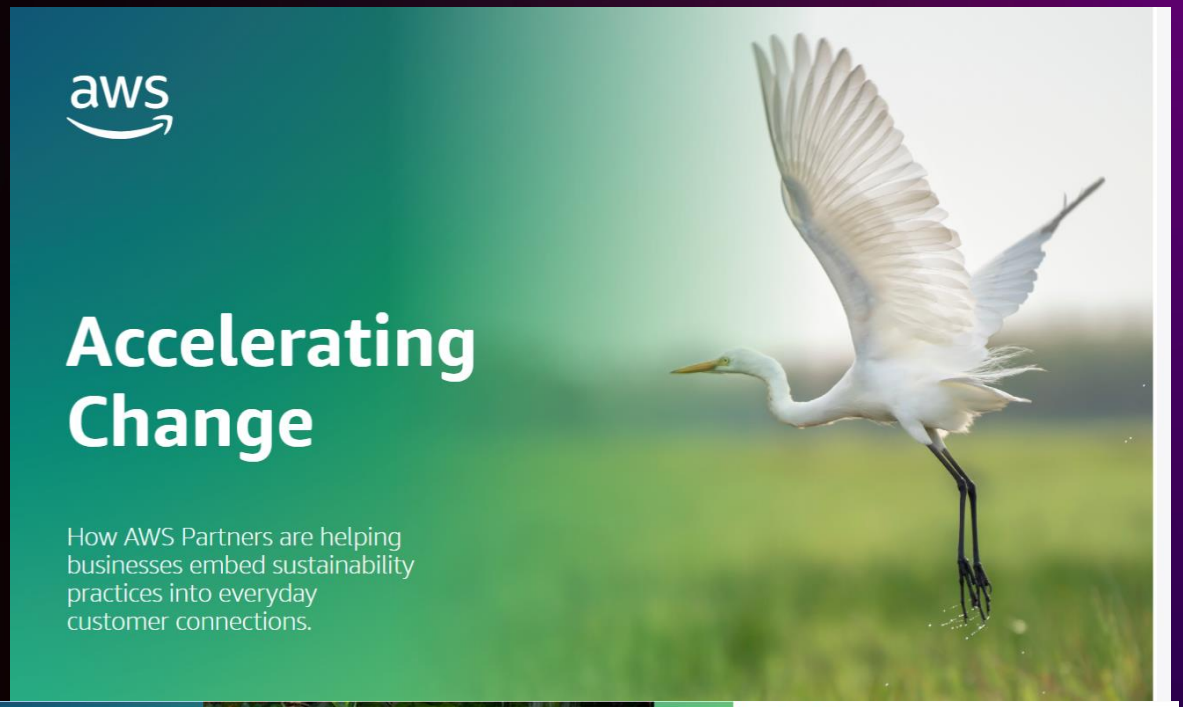


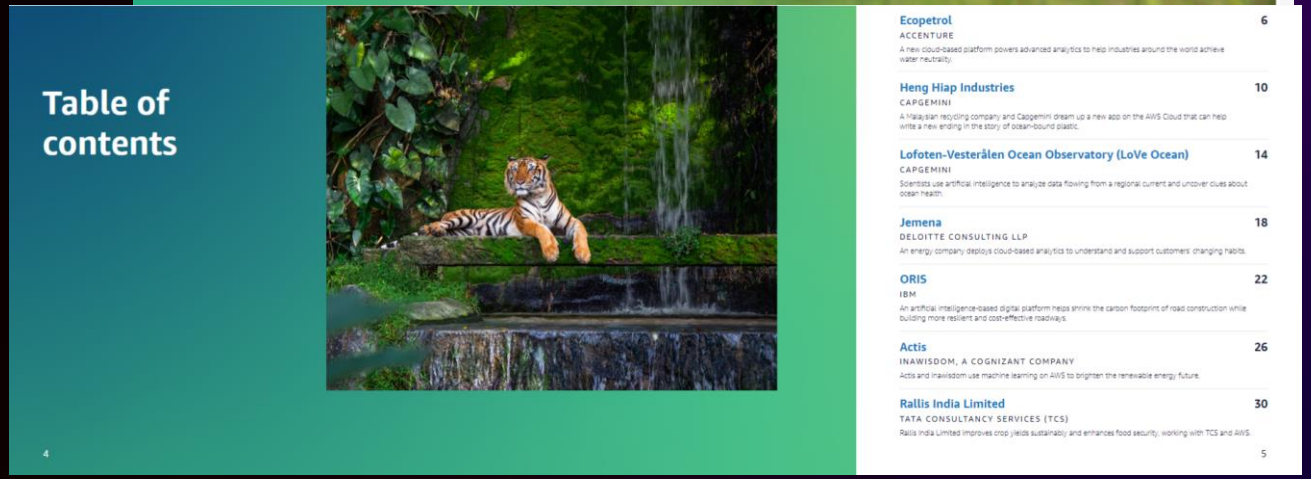


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The process we used

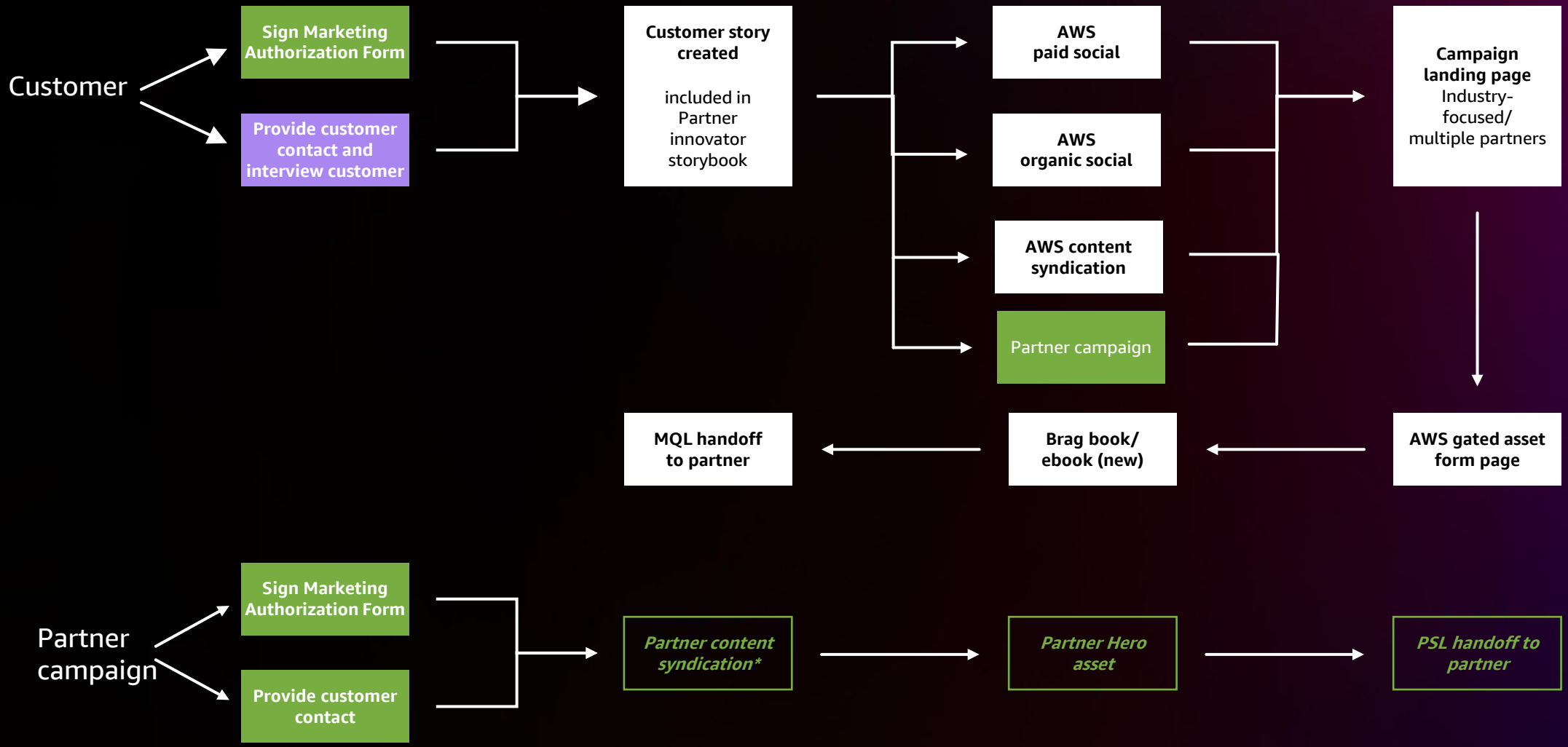
1. List out previous implementations
2. Validate impact and results
3. Assess value
    1. Is this interesting?
    2. Is this easy to understand?
    3. Are the benefits real? Are there more?
4. Gain agreement for inclusion-MAF
5. Interview and write the stories
6. Build other assets





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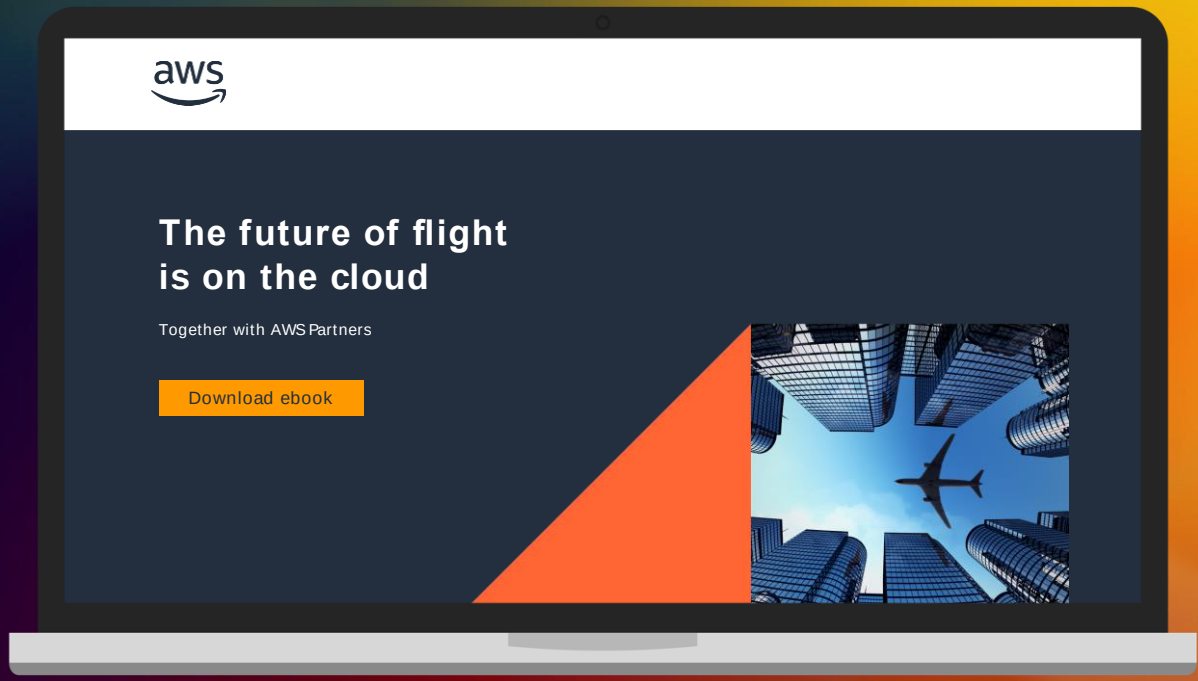
Campaign framework



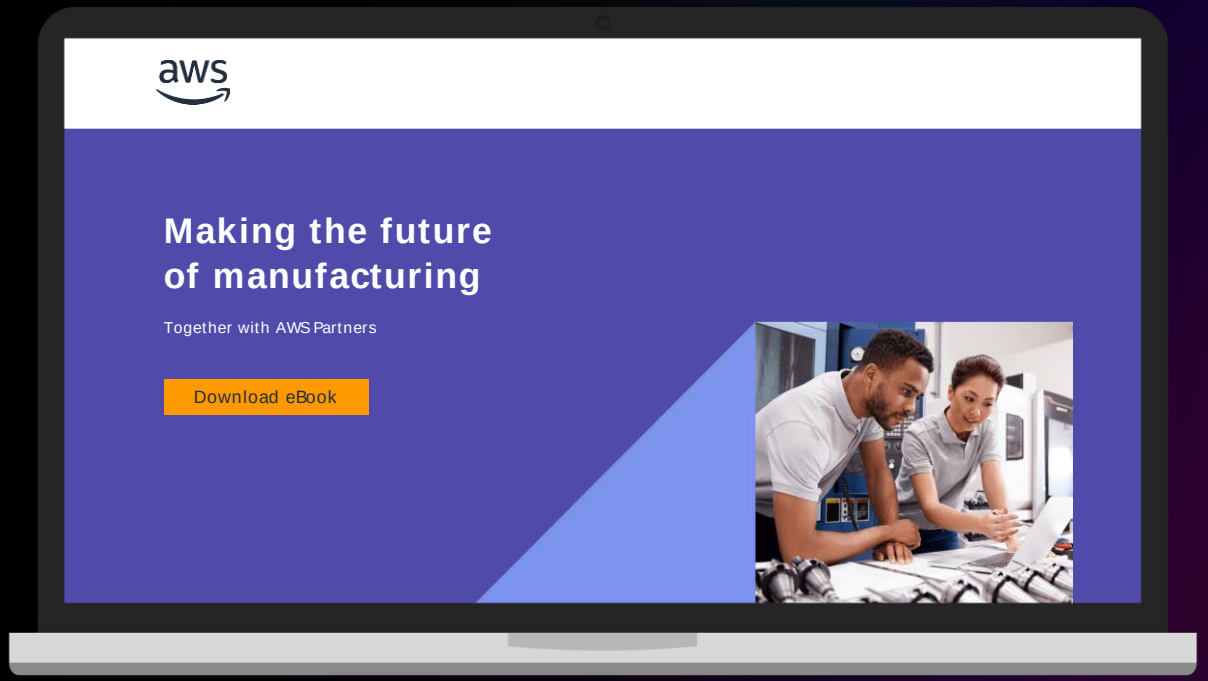
AWS-led | Partner-led | AWS-led/Partner-specific | *Optional

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Airlines



Manufacturing



Campaign examples

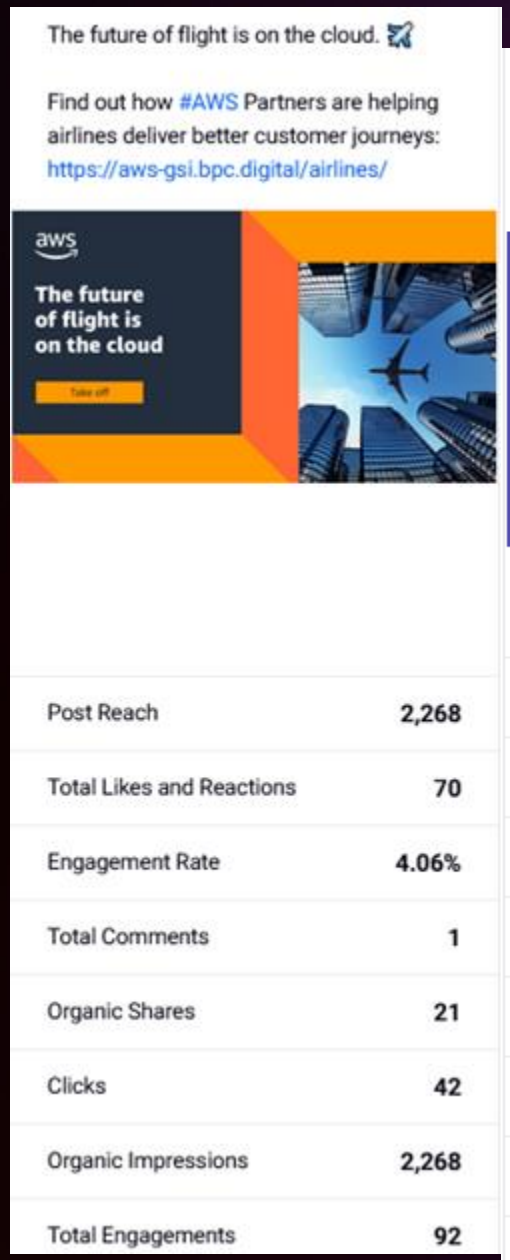
Results

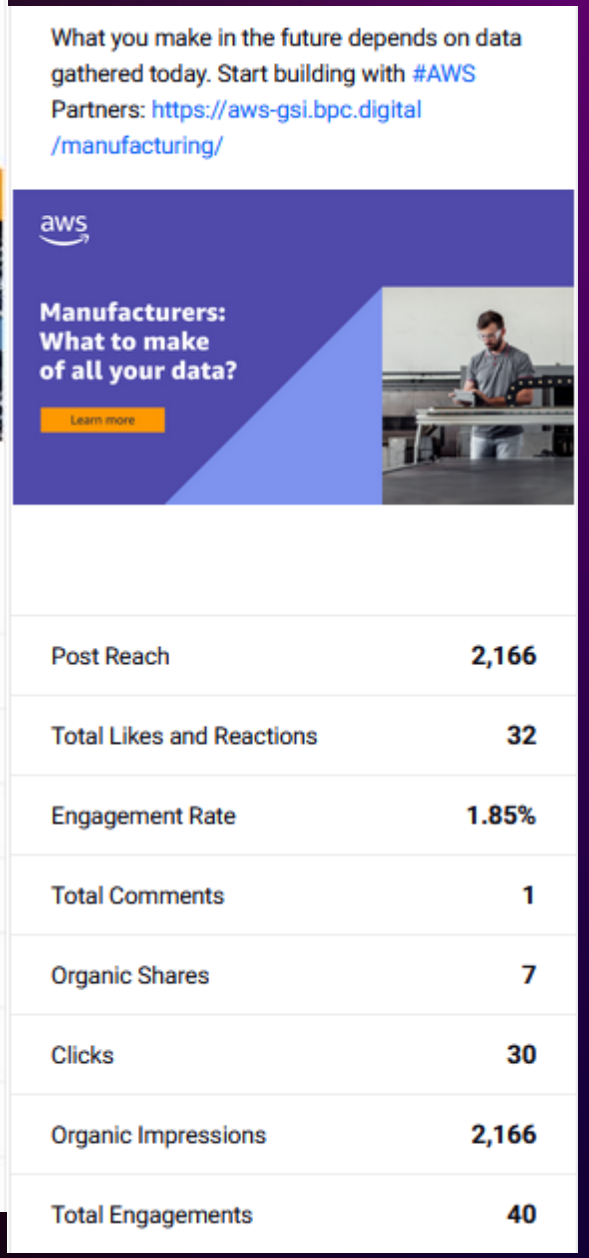
Met MAL goal inside of 4 weeks

Impressions on social media – 4K impressions

CTR

AWS Blog views – 2K views





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Upcoming ...

Offer framework to more AWS Partners

Increase available Market Development Funds (MDF)

Social amplification and display ads

Videos

Regional campaigns and events

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"These stories bring to life some of the true value, innovation, and impact that our partners deliver to our joint customers everyday."

Chris Niederman, GSI Leader

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Like what you saw?
Nominate your client story.

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Thank you!

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