

Agency Connect

Accelerate demand generation efforts
and drive go-to-market strategy

Agency Connect

Agency Connect comprises preferred agencies that provide marketing services to AWS partners who require assistance with partner led AWS co-marketing campaigns.

Service offerings are broadly categorized into awareness creation, lead acquisition and lead nurture, and include MDF eligible marketing activities/ tactics such as content development, paid media, social media, webinar, online events (roundtables, virtual conferences etc.), email, content lead syndication, telemarketing, list purchase and enhancement, video production, demo creation and much more.

AWS Partner Benefits

Agency Connect has been designed to give AWS Partners access to high quality marketing content and demand generation execution that adheres to AWS Brand, co-branding and messaging guidelines while offering pre-negotiated prices with best-in-class agencies in key geographies.

 Scalable Program Enabling marketing execution for AWS Partners who have limited or no marketing resources.	 AWS Preferred Agencies Participating agencies align with AWS Brand, co-brand & messaging and commit to explicit SLA standards	 Agency Service Offers Offers include content creation and campaign execution and may be pre-determined or custom	 Pre-negotiated Prices* Listed services are discounted for AWS Partners. <small>*Prices may vary for custom services</small>	 MDF Eligible Qualified partners can avail MDF benefits via this program
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Program Eligibility & Geos

The program is available to AWS Partners including members of AWS ISV Partner Path, Consulting Partners, Public Sector partners and AWS Marketplace Sellers, who are targeting Enterprise, SMB, StartUps and public sector customers.

Agencies are available in all AWS geos - AMERICAS, EMEA and APJC. We have recently onboarded 13 new regional agencies in UK & Ireland, France, Germany, Italy, Spain, Japan, India, ANZ, China, and Korea as well as PAN EMEA and PAN ASEAN.

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Accessing Agency Connect

Service offerings are located in the Agency Connect site on APN Marketing Central. AWS Partners log into the site using their SSO, find a service as per their needs and place service quote requests on the site.

The figure consists of four screenshots arranged in a grid. Screenshot 1 shows the APN Partner Central homepage with a teal circle highlighting the 'Marketing' tile in the top navigation bar. Screenshot 2 shows the APN Marketing Central Opportunities page with a teal circle highlighting the 'Launch' button under the APN Marketing Central tile. Screenshot 3 shows the Agency Connect landing page with a teal circle highlighting the 'Launch' button. Screenshot 4 shows the Agency Connect service catalog search results with a teal circle highlighting the search filters on the left.

1. Log into APN Partner Central and click "Marketing" in the top navigation bar.

2. Click "Launch" under the APN Marketing Central tile to launch Marketing Central

3. Navigate to Agency Connect and select the desired campaign geography

4. Search and filter the catalog for potential services aligned to your specific needs

How Does It Work?

Upon receiving quote requests, agencies engage with partners, execute the campaign and transact directly with partners. An eligible AWS partner can avail MDF benefits for qualifying marketing activities.

- 1 PMMs or vPMMs work with partners to develop marketing plans including demand generation campaigns that may need agency support.
- 2 If agency support is required, PMMs or vPMMs work with partners to check MDF eligibility and then direct them to Agency Connect on APN Marketing Central.
- 3 Partners must log into Marketing Central with their SSO, navigate to Agency Connect, find service offerings and submit a quote request which triggers a notification to the agency.
- 4 Upon receiving a notification through the site, the agency contacts the partner and they work together to develop and execute the campaign. On completion of the campaign, the agency invoices the partner directly.
- 5 The partner submits a claim to AWS and can utilize MDF benefits for eligible marketing services.

For more information reach out to your Partner Development Manager.

Familiarize yourself with the Agency Connect site on APN [Marketing Central](#)