



# Agency Connect: Accelerate demand generation efforts and drive go-to-market strategy

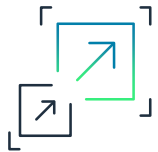
## Agency Connect

Agency Connect comprises a set of AWS-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. It includes Marketing Development Funds (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 is designed to give AWS Partners access to high-quality marketing content and demand generation execution that adheres to AWS brand and messaging guidelines while offering pre-negotiated prices with 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 and 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.

\*Prices may vary for custom services



### MDF Eligible

Qualified partners can utilize MDF funding via this program.

## Program eligibility & geos

The program is available to all AWS Partners (Confirmed +). This applies to Public Sector Partners and Marketplace Sellers.

Agencies are available in all AWS geos – NAMER, LATAM, EMEA, APJ, and GCR. AWS also has regional agencies in Canada, UK & Ireland, France, Germany, Italy, Spain, Japan, India, ANZ, China, and Korea.

# Accessing Agency Connect

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

1. Log into Partner Central and click 'Market' in the top navigation bar

2. Click 'Marketing Central' under the Market tab 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 utilize MDF funding 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 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. Partners must request MDF.
- 4 Upon receiving a notification through the site, the agency contacts the partner, and they work together to develop and execute the campaign. Upon 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 [Marketing Central](#)