



Your Guide to the VMware Partner Demand Center Marketing Campaigns

VMware Partner Demand Center Overview

Drive awareness, consideration and purchase

VMware Partner Demand Center (PDC) offers our partners best-in-class integrated marketing campaigns — with multi-touch emails, web banners, social posts, and an invitation template and presentation for an online or in-person event — as well as VMware web and social syndication, downloadable solution content and results tracking through built-in analytics and lead management tools.

We now offer an agency marketplace with additional marketing tactics at a negotiated cost to supplement or further nurture your PDC campaign leads, such as content syndication, telemarketing, or event management services.

- Leverage pre-built campaigns
- Stay relevant with new and refreshed content
- Run campaigns on PDC or your own platform
- Measure your ROI and accelerate your sales



PDC Benefits

Full Coverage

- Campaigns, Content, Offers, Templates
- Tactics cover Demand Generation, Lead Nurture and Sales Acceleration

Easy Process

- Simplified execution and automation
- Quick Start Campaign Guide – 2 clicks to your localized campaign
- Focus on driving leads and closing deals, not content

Best-in-class Campaigns

- Matched to buyer's journey
- Industry standard tactics
- VMware and Partner-tested programs

Proven Success

- Partner adoption
- Bookings growth
- Bigger deal sizes



"I like the fact that there is a standard bill of materials [for all campaigns]. I know what to expect."



"Really interesting to have an integrated platform that is flexible. I have not seen anything as complete."

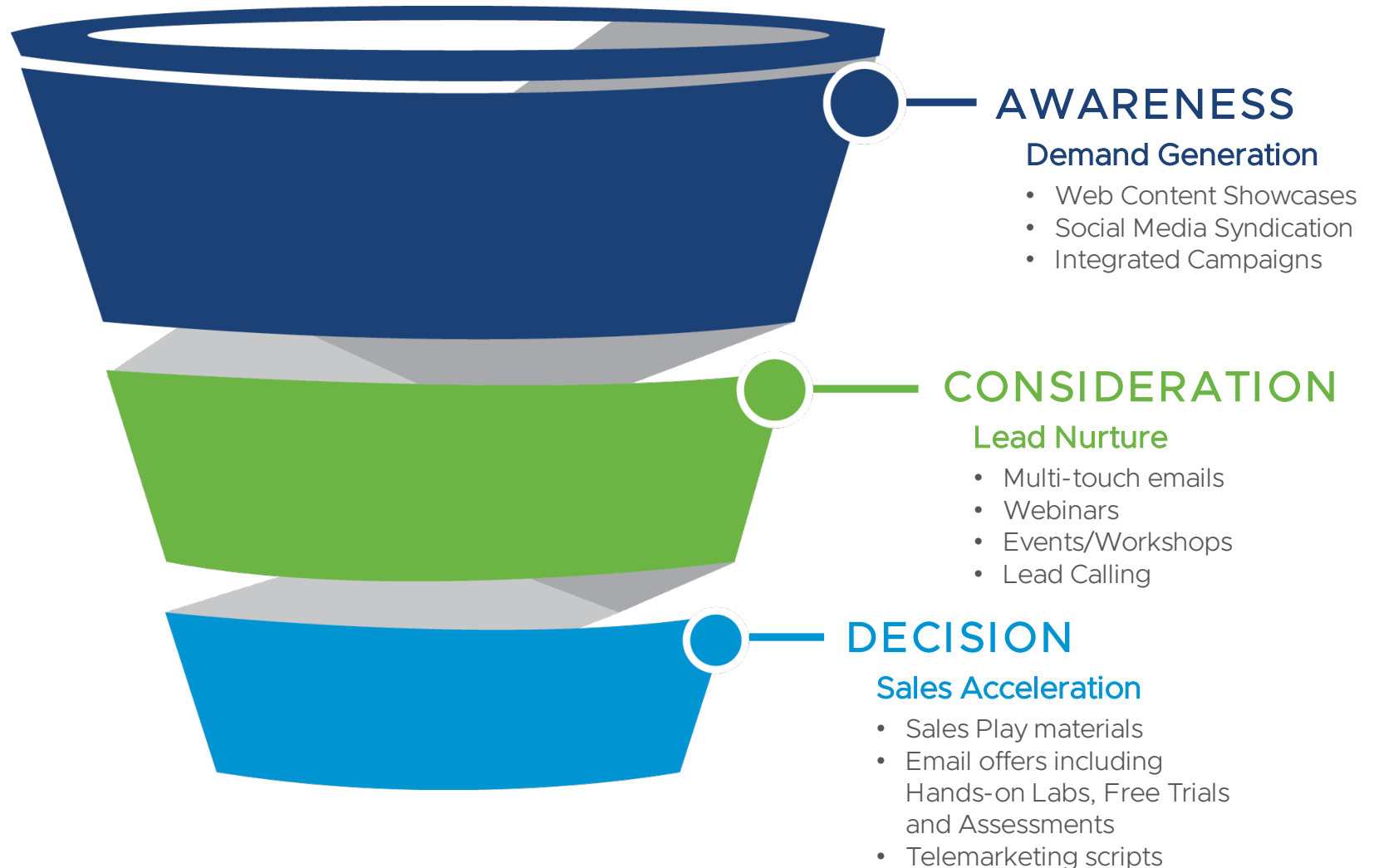


"Anytime you can simplify to a single access point for marketing programs and campaigns, that's a good thing."

PRESIDIO.

Aligning to the Buyer's Journey

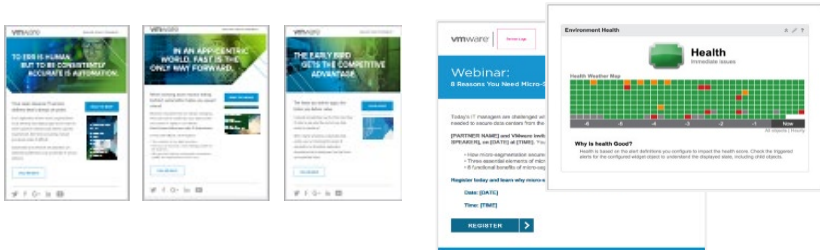
Customers and prospects exist in different phases of the buyer's journey. That's why Partner Demand Center provides tactics to help you succeed at every stage.



Partner Demand Center Components

Partner Demand Center Components

1 | Integrated Campaign



Email Nurture, Web banners, Social posts, Event Kit

2 | Content/Assets

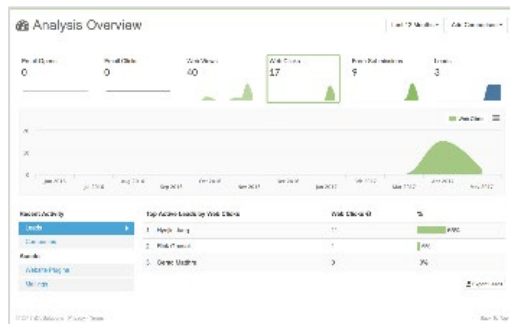


Website, Social

Solution/Tech Briefs

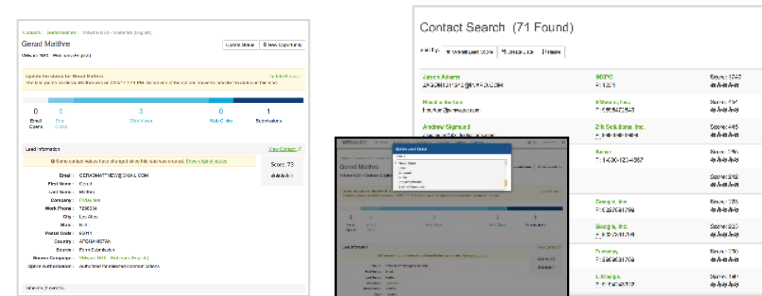
White Papers

3 | Analytics



Track Results

4 | Lead Management



Manage Leads

Lead Scoring

Overview

An integrated workflow combining demand generation, lead nurture and sales acceleration tactics – typically a multi-touch email series with offers from collateral to and HOL or Assessment , web banners, and social posts. An event kit and sales play are often included.

Assets

Enablement: Campaign and Program Playbook

Marketing Materials: Emails, Landing & Thank You Pages
Customizable Online Banners

Social Media Copy Blocks and Social Syndication

Website Content Syndication

Offers: Range from infographics, white papers, information briefs, eBooks, and case studies to a Hands-on Lab or Assessment offering.

Sales: Cheat Sheet and Telemarketing Script

Customization

Partner Branding (logo, partner value proposition)

Partner Contact Information (company URL, phone number)

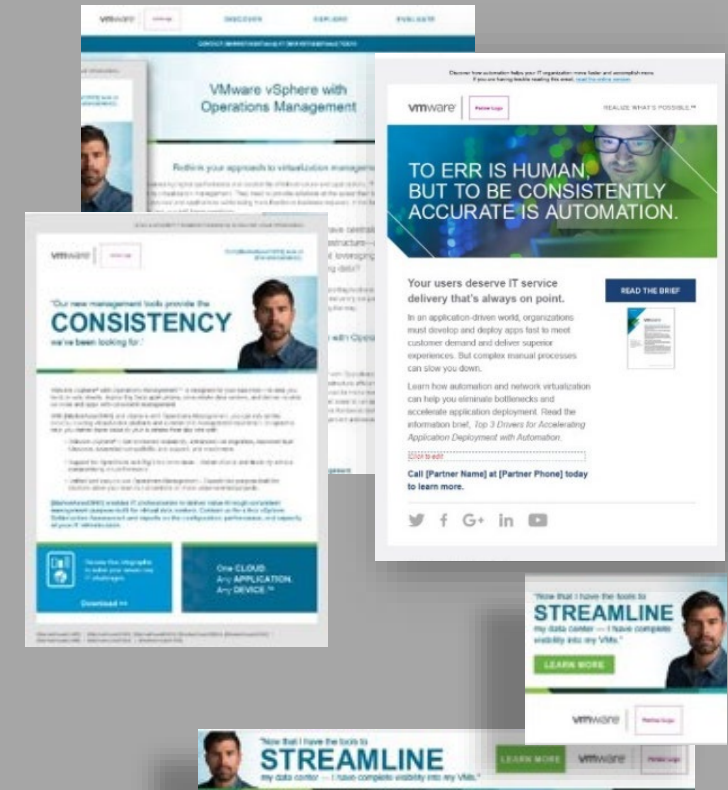
Partner Social Media Channels

Cost

No Cost

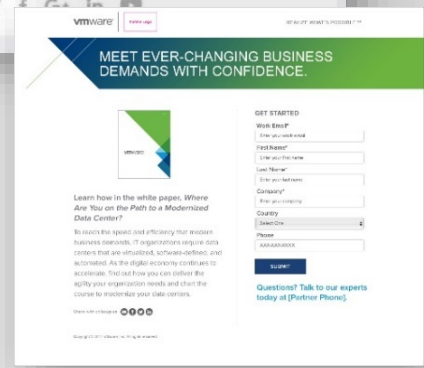
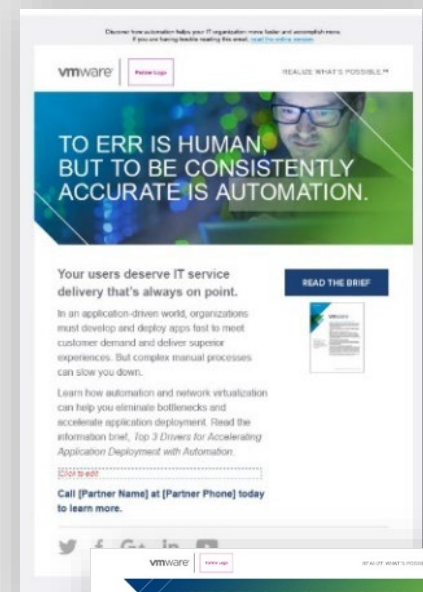
Buyers Journey Alignment

Demand Generation, Lead Nurture, Sales Acceleration

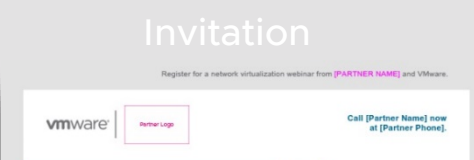

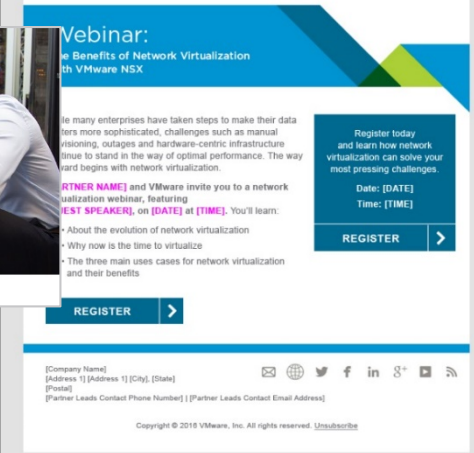


INTEGRATED CAMPAIGN | MULTI-TOUCH EMAIL DETAILS

Overview	A quick and simple multi-touch email flow to generate awareness and leads.
Assets	<p>Emails, Landing & Thank You Pages</p> <p>Calls to action include offers like infographics, white papers, information briefs, eBooks, case studies, and Hands-on Labs.</p>
Customization	<p>Partner Branding (logo, partner value proposition)</p> <p>Partner Contact Information (company URL, phone number)</p> <p>Partner Social Media Channels</p>
Cost	No Cost
Tactic	Demand Generation



INTEGRATED CAMPAIGN | EVENT KIT DETAILS

<p>Overview</p>	<p>Use a pre-built event toolkit to plan, promote, and host your own VMware solution webinar or in-person event. Partners have two webinar options options:</p> <ul style="list-style-type: none"> • Use the presentation to run the webinar on your own platform • Work with our partner, INXPO, available on the Agency Marketplace 	
<p>Assets</p>	<p>Event Planning Guide: Includes title/abstract, social media copy, proposed agenda and step-by-step guidance on how to plan and execute your event</p> <p>Event Presentation and suggested script</p> <p>5 Email Templates: Invitation, Confirmation, Reminder, Thanks for Attending, and Sorry We Missed You emails.</p> <p>Workshop Planning Guide with title/abstract, social copy, proposed agenda and step-by-step guidance on how to plan and execute your workshop.</p>	
<p>Customization</p>	<p>Presentation: Partner Logo, Partner Contact Information, Partner Value Proposition Slide</p> <p>Email Templates: Partner Logo, Partner Contact Information, Partner Value Proposition</p>	
<p>Cost</p>	<p>Option 1 : No Cost</p> <p>Option 2: \$2,000</p>	
<p>Tactic</p>	<p>Lead Nurture</p>	

INTEGRATED CAMPAIGN | HANDS-ON LAB EMAIL OFFER DETAILS

Overview	This is a fast pass to Hands-on Labs (HOLs) using email to promote a VMware HOL. This unique offer is a powerful way to get prospects to try out the solution and accelerate sales. Partners can offer the same HOLs that VMware offers to their customers directly, but because this integration is built into Partner Demand Center, all leads are passed to the partner, not VMware.
Assets	Four Emails, a Landing Page and a Thank-You Page Calls to action include offers like infographics, white papers, customer case studies, eBooks, and the Hands-on Lab, Trial or Assessment. Online banners
Customization	Partner Branding (logo, partner value proposition) Partner Contact Information (company URL, phone number) Partner Social Media Channels The Partner Demand Center generates unique Hands-on Lab links for each partner account.
Cost	No Cost
Tactic	Sales Acceleration

Evaluate VMware NSX for yourself in a Hands-on Lab. [View Online](#)

vmware | HMG Hunt Marketing Group

Call Hunt Marketing Group now at 206-625-0624.

"I now have **CONFIDENCE** that our sensitive workloads are more secure."

Discover how micro-segmentation with VMware NSX® is taking network security to a new level.

Take the next step and evaluate VMware NSX for yourself with a Hands-on Lab that provides an introduction to network virtualization for the software-defined data center.

- There's nothing to install.
- You can be up and running quickly.
- You'll soon see how virtualized networking can help you protect sensitive workloads.

We specialize in micro-segmentation and can help you revolutionize your data center security. Contact us today to learn more about VMware NSX.

Register and begin your Hands-on Lab today.
Get Started>>

Contact us today to learn more.

Hunt Marketing Group
1809 7th Ave #411 (From Company Profile) Seattle WA 98101
206-625-0624 grm@hmgseattle.com

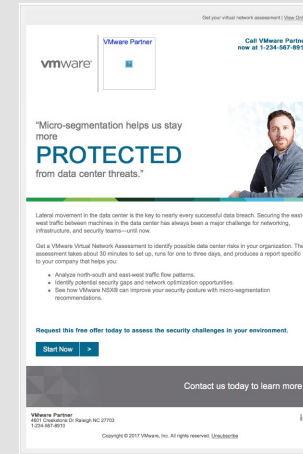
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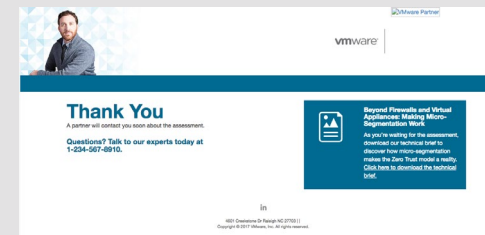
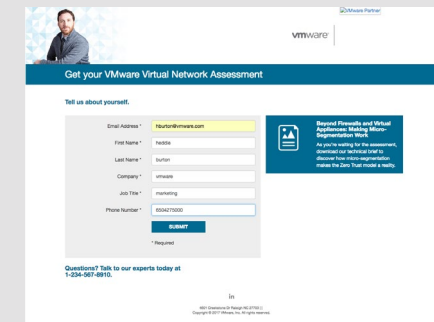
INTEGRATED CAMPAIGN | ASSESSMENT EMAIL OFFER DETAILS

Overview	Emails to drive sales acceleration with an Assessment as the key offer. Help your customers clearly see the value of your solution and deliver both business and technical reports that are tailored to your customer.
Assets	VMware product messaging and information on how to deliver Assessments. Email templates to educate your contacts and position Assessments as the key offer.
Customization	Partner Branding (logo, partner value proposition) Partner Contact Information (company URL, phone number) Embed content on your existing website or use as standalone
Cost	No Cost
Tactic	Sales Acceleration

Email



Landing Page



Thank You Page



Secondary Offer

Overview

Marketing assets available à la carte to use as offers to help generate leads and drive awareness.

Assets

Infographics, white papers, information briefs, eBooks, case studies, and Hands-on Labs.

Customization

Typically not customizable, Solution Brief and other asset source files are available on the integrated campaign page for download

Cost

No Cost

Buyers Journey Alignment

Demand Generation, Lead Nurture



MEASURE AND OPTIMIZE

Overview

Manage, monitor and review campaign performance in real time and share campaign results from a single intuitive dashboard.

Metrics

Access to detailed analytics and reporting including the following metrics:

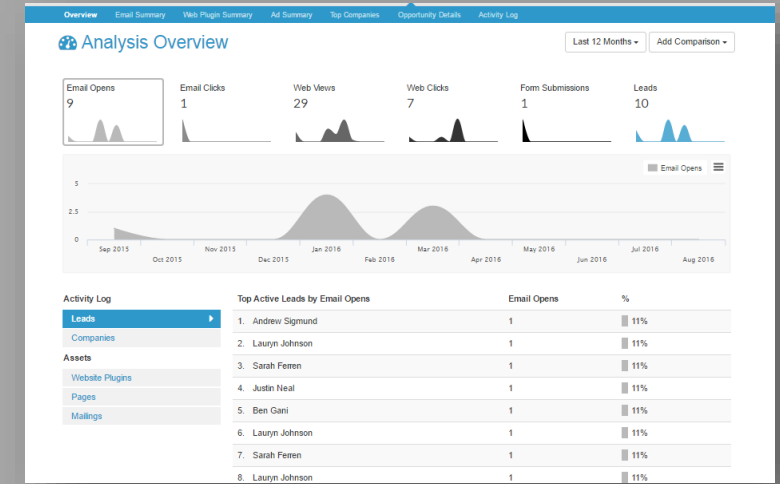
- Email opens
- Email clicks
- Web views
- Web clicks
- Form submissions
- Social posts
- Social impressions

Cost

No Cost

Tactic

Results Tracking



Web Plugin Summary (Date Range: Last 12 Months)

Web Plugin	First Viewed	Last View	Web Views	Views %	Web Clicks	Submissions	Mobile %
Surveillance Product S...	Apr 19, 2016	Apr 18, 2016	1	7.7%	-	-	-
TAMCO Blog Widget	Mar 9, 2016	Mar 12, 2016	5	38%	-	-	-
Surveillance Product S...	Sep 14, 2015	Mar 10, 2016	5	38%	1	1	-
TAMCO Event Registrati...	Feb 1, 2016	Jan 31, 2016	1	7.7%	-	-	-
Webcast Registration B...	Feb 1, 2016	Jan 31, 2016	1	7.7%	-	-	-
Totals			13	100%	1	1	-

ACCESS AND MANAGE YOUR LEADS

Overview

Partner Demand Center gives you two ways to effectively manage leads:

1. Integrate Partner Demand Center marketing tactics into your own marketing automation platform and seamlessly send leads to your CRM.
2. Use the Partner Demand Center to manage, monitor and review campaign performance and lead engagement from a single dashboard.
3. You can also integrate Partner Demand Center marketing tactics with your marketing automation system, including SFDC, Eloqua, Marketo, Hootsuite. You can then send leads to your CRM platforms like Salesforce, Microsoft Dynamics CRM, Sage CRM, Zoho CRM, SugarCRM, Saleslink. Go to Settings to learn more

Metrics

When managing leads within the Partner Demand Center, you can access metrics for leads individually as well as look at scores across your contacts.

Update your lead status to track engagement and determine subsequent offers.

Registers deal opportunities within Advantage+ to receive credit for your partner deal.

Cost

No Cost

Tactic

Lead Management

The screenshot displays the VMware Partner Demand Center interface for a lead named John Smith. The main view shows lead information, including contact details (Email: johnsmith@123.com, First Name: John, Last Name: Smith, Company: VMware, Inc., Work Phone: 650-427-2666, Country: United States, Source: Form Submission) and campaign information (Source Campaign: VMware Modernize Data Centers Campaign (English), Opt-In Authorization: Authorized for selected communications). A timeline of events is visible, showing a form submission on May 24, 2017, at 3:00 PM, which was approved. A pop-up window shows the opportunity details, including the account (VMware, Inc., 3401 Hillview Ave., Palo Alto, CA 94304, United States) and the opportunity name (John Smith). The opportunity status is 'Closed Won (100%)' and the total amount is \$105. The interface also shows a 'Lead Info' section with a 'Status' dropdown menu and a 'Close' button.

Agency Marketplace

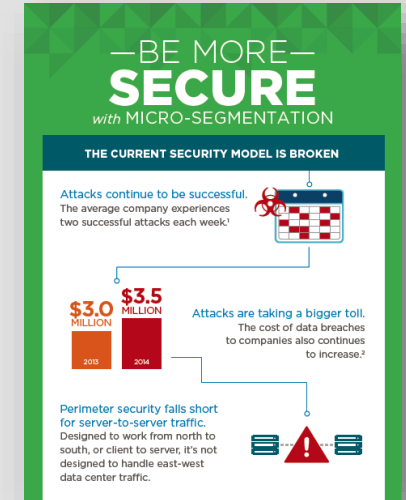
VMware offers agency marketing services in participating geographies, with negotiated pricing, eligible for Development Funds reimbursement.

Agency Services can be found under Campaigns>Browse Promoted Activities

Content Syndication

Overview	A guaranteed lead program, leveraging a network of content syndication third-party media agencies, converting website traffic to leads with targeted key offers.
Assets	<p>Suggested VMware assets that work well for content syndication, including infographics, tech briefs, white papers, and eBooks</p> <p>Partner assets that include joint solution messaging</p> <p>Editorial content sponsorship is available from the third-party media agency.</p>
Customization	<p>Selection of region, solution focus, job function, company size</p> <p>Partner logo</p>
Cost	Packages start at \$10,000
Tactic	Demand Generation

Your Asset
(whitepaper, infographic, etc.)



Name	Email	Company	Job Title	Job Role	Industry	Street	City	Ph	Zip
Heddie	hburton@vmware.com	VMware	Marketing Manager	Marketing	Technology	3401 Hillview	Palo Alto	415-427-5000	94304

Leads Delivered

Lead Calling/Appointment Setting

Overview

Work with a VMware preferred marketing agency to perform outbound calling and convert raw leads into qualified sales opportunities. Partners can select pre-negotiated packages from 3rd-party agencies who have been trained on VMware solutions.

Partners have the option of using their own call list or having the agency build the list from their database.

Assets

Selling Cheat Sheet

Telemarketing Script

Agency deliverables checklist

Customization

Partners select desired region and solution.

Partner value proposition and joint solution offering

Cost

Packages range from \$3,000 - \$25,000

Tactic

Lead Nurture



How to use Partner Demand Center



Plan

Define
marketing
objective

Demand generation
Lead Nurture
Sales Acceleration



Engage

Select
marketing
components

Integrated Campaign
(web, social, email)
Additional agency services
(content syndication,
telemarketing)



Execute

Execute
marketing
tactics

Within your platform
From the Demand Center

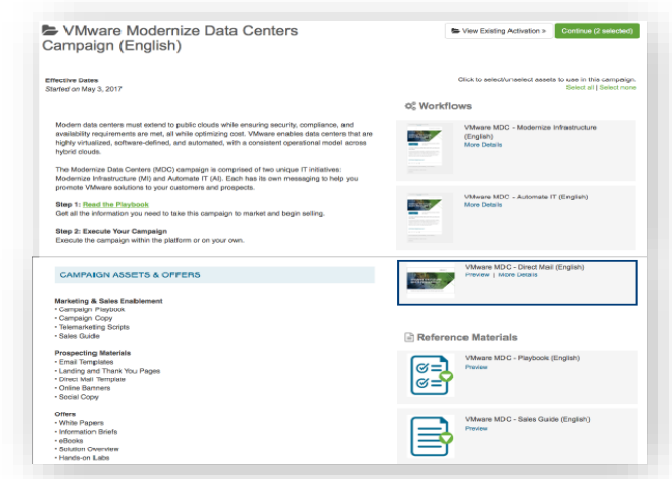
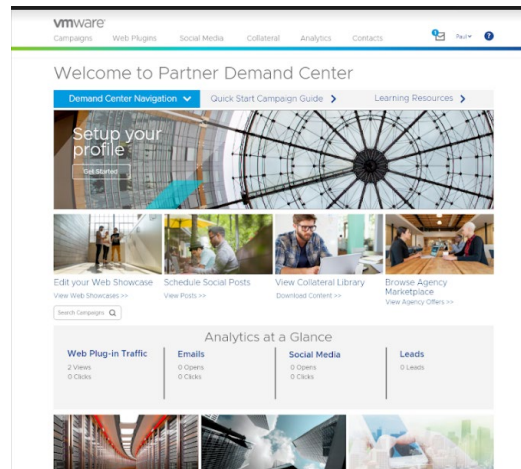
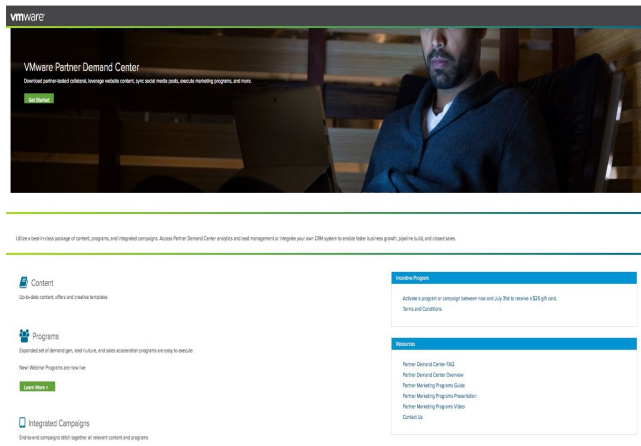


Measure

Review results
and adjust

Analytics
Lead Management
Ad+ Deal Registration

Get Started: Work with your PMM or our PDC Helpdesk



LOG IN

- Visit www.partnerdemandcenter.vmware.com, click “Login”, and enter your Partner Central credentials
- If you’re already in Partner Central, visit www.vmware.com/partners, click the Partner Demand Center link under the Marketing tab

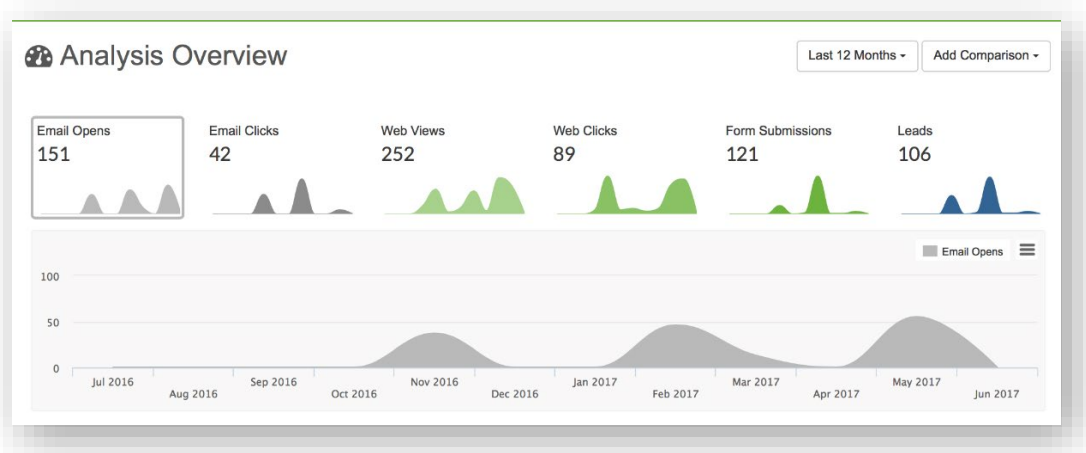
ACCESS

- For Campaigns
 - Select the Campaigns tab
 - Click “Browse Campaigns”
 - Use the filters and search for the product or solution focus area
- For Content/Assets
 - Select the Collateral tab
 - Click “Browse”
 - Use the filters and search for the product or solution focus area

EXECUTE

- For Campaigns
 - Select the integrated campaign and click “Details”
 - On the details page, select workflows to activate and execute (click/unclick)
 - To execute the emails your own platform, customize first, then download the HTML file
- For Content/Assets
 - To execute on your own platform, download the campaign zip files from the Additional Resources section on the bottom left
- For Agency Services
 - From the Campaigns tab, navigate to Browse Promoted Activities on the top menu to see options.

Get Started: Access Analytics or Lead Management



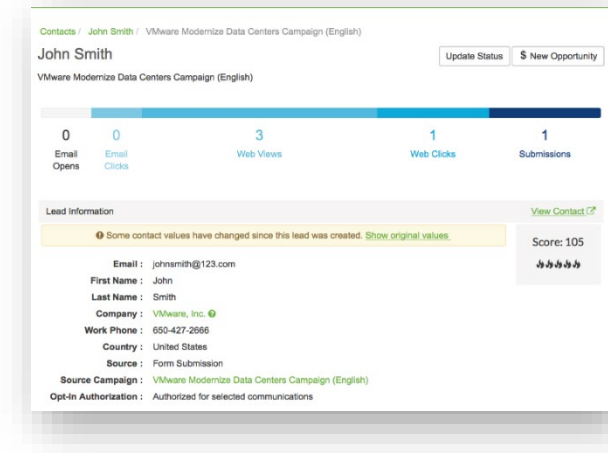
ANALYZE

For an all-encompassing marketing overview:

- Select the Analysis Tab
- View an overview dashboard of each activity or view metrics by activity type

To analyze a specific program or campaign:

- Select Campaigns > My Campaigns > Select the Campaign
- Using the left-hand tabs, select Recent Activity or Analysis to view that campaign's metrics



MANAGE LEADS

For an all-encompassing marketing overview:

- Select the Contacts Tab
- View an overview dashboard of each contact and their lead score. Click on a specific contact to manage that lead.

To manage leads from specific programs or campaigns:

- Select Campaigns > My Campaigns > Select the Campaign
- Using the left-hand tabs, select Leads to view and manage leads generated from that campaign.

You can also integrate Partner Demand Center marketing tactics with your marketing automation system, including SFDC, Eloqua, Marketo, Hootsuite. You can then send leads to your CRM platforms like Salesforce, Microsoft Dynamics CRM, Sage CRM, Zoho CRM, SugarCRM, Saleslink. Go to Settings to learn more.

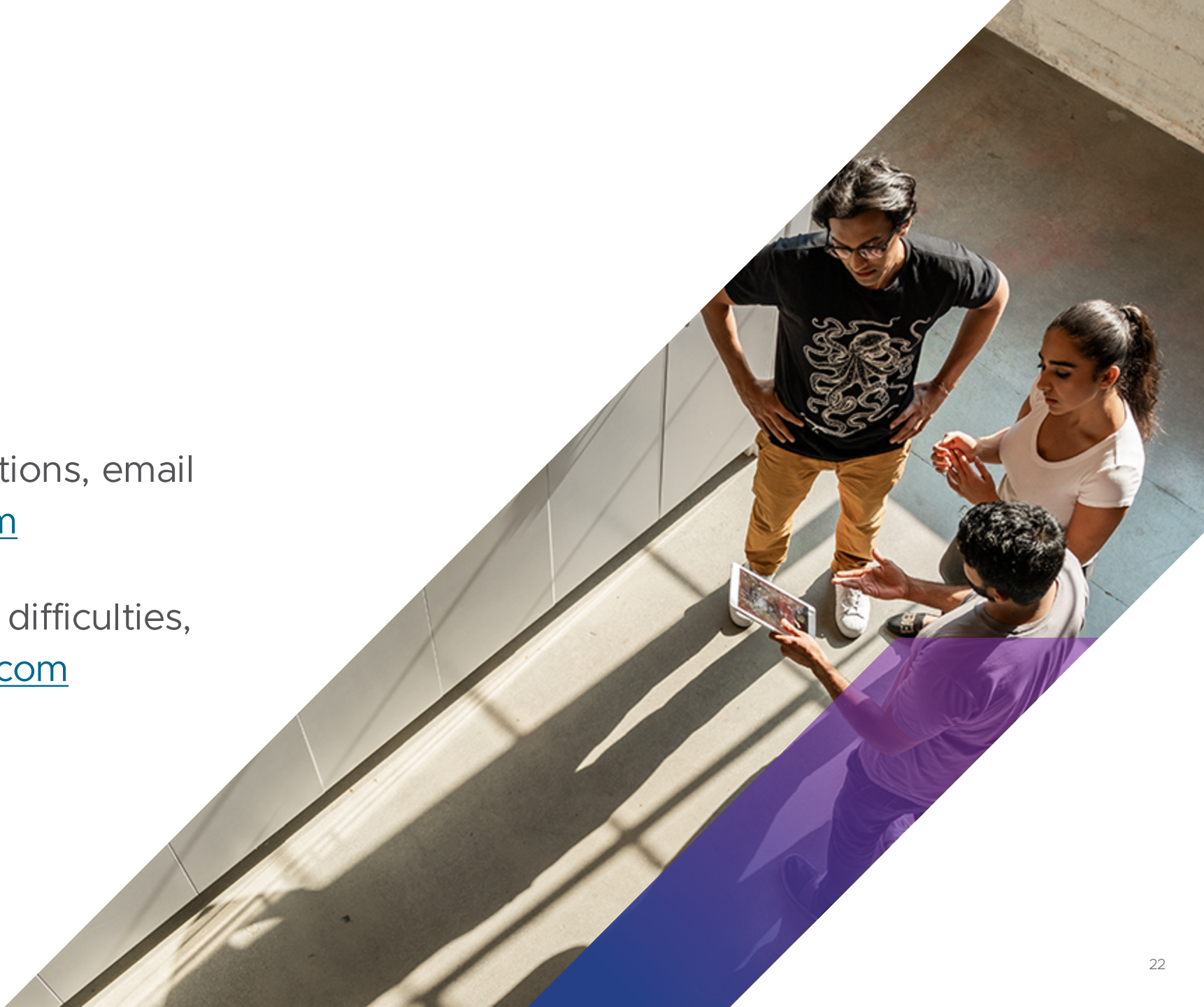
Partner Demand Center – Tips to Maximize Success

- ✓ Engage your marketing team and work with your PMM when possible, to use Partner Demand Center effectively.
- ✓ Customize Partner Demand Center materials with your logo, colors and messaging
- ✓ Partner Demand Center enables BOTH sales and technical roles
- ✓ Commitment from all parties ensures that plans get executed
- ✓ Regularly review progress against established milestones to ensure you are on track with your plan
- ✓ Frequent follow-up is extremely valuable in converting pipeline to sales
- ✓ **Consider offering your marketing team an incentive to complete training or demand generation /sales acceleration activities**

Questions?

For registration/access questions, email demandcenter@vmware.com

For assistance with technical difficulties, email support@ziftsolutions.com





Thank You