



VMware Channel Marketing Partner Programs Guide

Engage Prospects, Drive Quality Leads, Close More Deals

Your Guide to Channel Marketing Partner Programs

Channel Marketing Partner Programs combine robust marketing assets with strategic expertise to help you market and sell VMware products. This guide will walk you through the various programs available and detail the tools VMware provides to help you plan and execute your own successful initiatives.

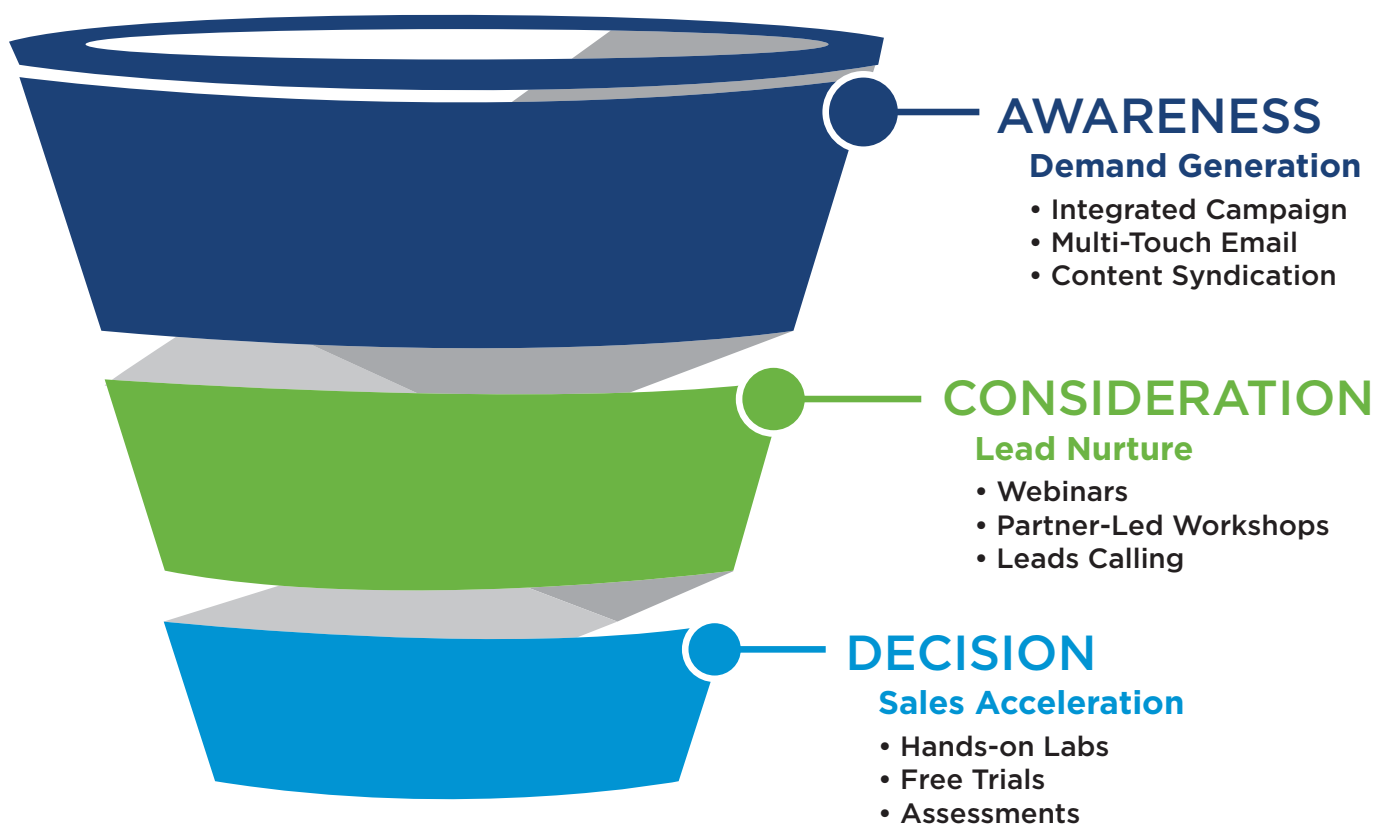
The expanded set of programs are off-the-shelf, more automated and ready to execute. The functionality and ease of execution are a result of extensive feedback from our partner community. With the ability to leverage a best-in-class portfolio of programs, you can focus on driving leads and closing more deals without worrying about creating programs from scratch.

KEY FEATURES:

- **Full Coverage:** Demand generation, lead nurture, sales acceleration
- **Best-in-Class:** Industry standard, VMware-tested programs
 - ▶ **Demand Generation:** Multi-touch emails, Social Media, Website Syndication, Content Syndication
 - ▶ **Lead Nurture:** Webinars, Workshops, Leads Calling
 - ▶ **Sales Acceleration:** Hands-on Labs, Free Trials, Assessments
- **Easy:** Simplified execution and automation with focus on driving quality leads and closing deals
- **Global:** Programs offered in 9 languages
- **Expanded Reach:** Reach more new and potential customers throughout all phases of the buyer's journey with different tactics that resonate in today's rapidly changing tech environment

Built for the Buyer's Journey

Customers and prospects exist in different phases of the buyer's journey. That's why Channel Marketing Partner Programs provide tactics to help you succeed at every stage.



Program Details

Take a deeper dive into the details, structure, and capabilities of each program.

Demand Generation

Integrated Campaign

Overview	A complete set of demand generation assets to drive awareness and leads.
Program Kit	<ul style="list-style-type: none"> Automated emails, Landing & Thank You Pages, Offers Customizable Online Banners and Direct Mailers Social Media Copy Blocks and Social Syndication Website Content Syndication Sales Enablement: Cheat Sheet and Call Scripts
Customization	<ul style="list-style-type: none"> Partner Branding (logo, partner value proposition) Partner Contact Information (company URL, phone number) Partner Social Media Channels
Cost	<ul style="list-style-type: none"> No Cost

Multi-Touch Email

Overview	Quick and simple emails to generate awareness and leads.
Program Kit	<ul style="list-style-type: none"> Emails, Landing & Thank You Pages, Offers Key offers include infographics, white papers, information briefs, eBooks, case studies, and Hands-on Labs.
Customization	<ul style="list-style-type: none"> Partner Branding (logo, partner value proposition) Partner Contact Information (company URL, phone number) Partner Social Media Channels
Cost	<ul style="list-style-type: none"> No Cost

Content Syndication

Overview	Guaranteed lead program, leveraging a network of content syndication partners, converting site traffic to leads with targeted key offers. Partners will work with pre-approved third-party media agencies.
Program Kit	<ul style="list-style-type: none"> Pre-approved VMware assets that include infographics, tech briefs, white papers, and eBooks Partner assets that include joint solution messaging Partners can “sponsor” editorial content from the third-party media agency
Customization	<ul style="list-style-type: none"> Selection of region, solution focus, job function, company size Partner logo Can include any content that partners have available
Cost	<ul style="list-style-type: none"> Packages start at \$10,000

Lead Nurture

Webinars

Overview	Use a pre-built webinar toolkit to plan, promote, and host your own VMware solution webinar. Partners have three options: 1) Run the webinar on your own platform; 2) Run the webinar through the Partner Demand Center; 3) Work with our partner, INXPO.
Program Kit	<ul style="list-style-type: none"> • Webinar Planning Guide: Includes title/abstract, social media copy, and step-by-step guidance on how to plan and execute your webinar • Webinar Presentations • 5 Email Templates: Promote your webinar before and after the event with emails for Invite, Confirmation, Reminder, Thanks for Attending, and Sorry We Missed You.
Customization	<ul style="list-style-type: none"> • Presentations: Partner Logo, Partner Contact Information, Partner Value Proposition Slide • Email Templates: Partner Logo, Partner Contact Information, Partner Value Proposition
Cost	<ul style="list-style-type: none"> • Options 1 & 2: No Cost • Option 3: \$2,000

Partner-Led Workshops

Overview	Interact with prospects and customers and accelerate sales by hosting in-person workshops. VMware has provided a complete set of tools and resources to help you plan and execute your workshop.
Program Kit	<ul style="list-style-type: none"> • Workshop Planning Guide with title/abstract, social copy, proposed agenda, and step-by-step guidance on how to plan and execute your workshop • Workshop Presentations with suggested scripts • 5 Email Templates including Invite, Confirmation, Reminder, Thanks for Attending, and Sorry We Missed You • Printed On-Site Banners • A list of recommended agency services
Customization	<ul style="list-style-type: none"> • Presentations: Partner Logo, Partner Contact Information, Partner Value Proposition Slide • Email Templates: Partner Logo, Partner Contact Information, Partner Value Proposition • Printed Banner Templates: Partner Logo
Cost	<ul style="list-style-type: none"> • No cost to use Program Kit • Partner responsible for additional fees that may apply (conference room rentals, etc.)

Lead Nurture (cont.)

Leads Calling

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 third-party agencies who have been trained on the VMware messaging and solution. Partners have the option of using their own call list or having the agency build the list from their database.
Program Kit	<ul style="list-style-type: none"> • Selling Cheat Sheet • Call Script • Agency deliverables checklist
Customization	<ul style="list-style-type: none"> • Partners select desired region and solution. • Partner value proposition and joint solution offering
Cost	<ul style="list-style-type: none"> • Packages range from \$3,000 - \$25,000

Sales Acceleration

Hands-on Lab Email

Overview	This is a fast pass to Hands-on-Labs (HOL) using multi-touch emails to promote VMware solution HOLs. 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 direct customers, but because this integration is built into the Partner Demand Center, all leads are passed to the partners and not VMware.
Program Kit:	<ul style="list-style-type: none"> • 4 emails, a landing page, and 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • No Cost

Free Trials and Assessments

Overview	The VMware Website Content Syndication program enables partners to offer Free Trials and Assessments on their own website.
Program Kit:	<ul style="list-style-type: none"> • Complete suite of VMware product messaging and information • Assessments, Free Trials and Hands-On Labs of VMware products • Easy setup and automatic content updates
Customization	<ul style="list-style-type: none"> • Partner Branding (logo) • Partner Contact Information (company URL, phone number) • Embed content on your existing website or use as standalone
Cost	<ul style="list-style-type: none"> • No Cost

Get Started

Ready to begin? You can get your programs up and running in three easy steps.

1. Sign in to the Partner Demand Center. There are two ways to gain access:
 - Visit www.partnerdemandcenter.vmware.com, click “Login”, and enter your Partner Central credentials.
 - Visit www.vmware.com/partners, enter your Partner Central credentials, and click on the Partner Demand Center link under the “Marketing” tab.
2. Browse campaigns and find the product you’d like to promote.
3. Choose the partner program you’d like to execute and begin selling!

Questions? Contact Partner Demand Center Support:

- For registration/access questions, email demandcenter@vmware.com
 - For assistance executing campaigns, email support@ziftsolutions.com
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Resources

Use the following resources for tips, advice, and guidance as you plan and execute your own programs.

- ▶ [7 Reasons to Use the Partner Demand Center for Demand Generation](#)
- ▶ [Drive More Demand with Expanded VMware Partner Demand Center](#)
- ▶ [Partner Demand Center FAQ](#)
- ▶ [Partner Demand Center Getting Started Guide](#)