



Executing a Build Modern Applications on AWS Partner Ready Marketing Campaign

CAMPAIGN GUIDE

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Introduction

Background

Modernization has become a business imperative for organizations of all shapes and sizes to drive competitive advantage. Typically, we see two types of modernization initiatives. For nimble teams looking to speed up release cycles or improve the overall agility of their applications, Amazon Web Services (AWS) can help them spend less time managing infrastructure while reducing operational costs. The reality for these organizations is that today's applications are complicated and balancing building and maintaining infrastructure while simultaneously developing the application that will deliver a differentiated experience can stretch teams. With AWS, you can start quickly, easily scale as you go, and leverage automation tools to help you manage complexity as applications evolve. For established teams looking to take advantage of modern application tools like Kubernetes or open-source projects while creating more control and flexibility in a legacy application, AWS and AWS Partners can offer a full portfolio of modernization tools to build what you need, the way you want.

Opportunity

For organizations looking to speed application deployment and/or improve scalability for complex applications, together with our partner ecosystem, AWS offers the most secure, reliable cloud infrastructure with proven operational expertise, giving you freedom and confidence to focus on innovation. AWS offers the most capabilities across infrastructure, services, and tools, so it is faster and easier to build and run any application.

Campaign guide

To help you capitalize on this opportunity, AWS has created a customizable campaign toolkit to generate demand and build a pipeline with the target audience. The campaign assets allow you to edit content and incorporate your offerings. This guide will provide you with an overview of the campaign, which includes a target audience, value pillars, proposed campaign flow, and a sample timeline to execute the campaign.

Campaign overview

Campaign objective

Increase partner engagement opportunities and customer acquisition through Building Modern Applications and stimulate demand for AWS and AWS Partner Modern Application solutions.

Campaign theme

AWS and AWS Partners offer the most complete solutions to help customers build modern applications to help accelerate innovation and reduce time to market that builds new customer experiences. Modernizing the way you build and operate applications has become a business imperative. Modern applications built on AWS enable the organization to innovate faster with a modular architecture, automating procedures for the development lifecycle that increase reliability. With AWS you improve performance, security, and reliability, all while lowering their total cost of ownership and you deliver customer value.

Campaign aim

Create awareness for AWS and AWS Partner building modern application solutions. Show organizations of all sizes and across all industries how AWS and AWS Partners help improve performance, increase security and reliability, all while lowering total cost of ownership that delivers more customer value.

Strategy

- 1 Position AWS and AWS Partner as the best place to build modern applications**
 - Drive awareness of the complete portfolio of tools and technology to develop, deploy, and test applications as part of a modernization journey
- 2 Build Modern Applications on AWS:**
 - **Designed to be the most secure, reliable cloud:** AWS is the most reliable and secure cloud infrastructure with proven operational expertise, giving you freedom and confidence to focus on innovation.
 - **Offers the most capabilities for applications:** AWS offers the most capabilities across infrastructure, services, and tools, so it is faster and easier to build and run any application.
- 3 Key Messaging**
 - Modernize to Gain Agility & Speed to Market
 - Build secure, scalable Kubernetes on AWS and AWS Partner

Target audience and pain points

Target audience: This campaign is primarily targeted at Technical Decision Makers (TDMs) responsible for application development, deployment, and maintenance. For certain company sizes/demographics, such as start-ups and SMB organizations, these may also be the Business Decision Makers (BDMs). The secondary audience will be Developers and Operations who influence the decision-making process and have been tasked with building and maintaining business applications and supporting infrastructure.

Business characteristics

- As organizations look to increase the pace of innovation, get more out of data, and build new customer experiences, they need to modernize the way they build and operate applications. Modern applications are built with a combination of modular architecture patterns, serverless operational models, and agile developer processes.

Pain points

- The need to build secure modern applications that scale
- Offload operational burdens to managed services
- The ability to speed up release cycles and improve the application performance
- Managing complex applications
- Expertise in container and serverless services to manage infrastructure for building modern applications
- Legacy IT infrastructure preventing the ability to customize functionality and flexible deployment of applications
- The need for more control and flexibility with legacy applications

Target personas



Technical Decision Makers



Persona needs

- Technical Decision Makers responsible for application development, deployment, and maintenance.

Job Titles

- IT VP, Director, Managers, Specialist of Infrastructure, Engineering, Analytics, Database, BI Architects, IT Architects, Cloud Center of Excellence Architects, Cloud Architects, Consultants (Database, Infrastructure, Head of Operations, IT Operations Manager, Platform Manager,.



Developers and Operations



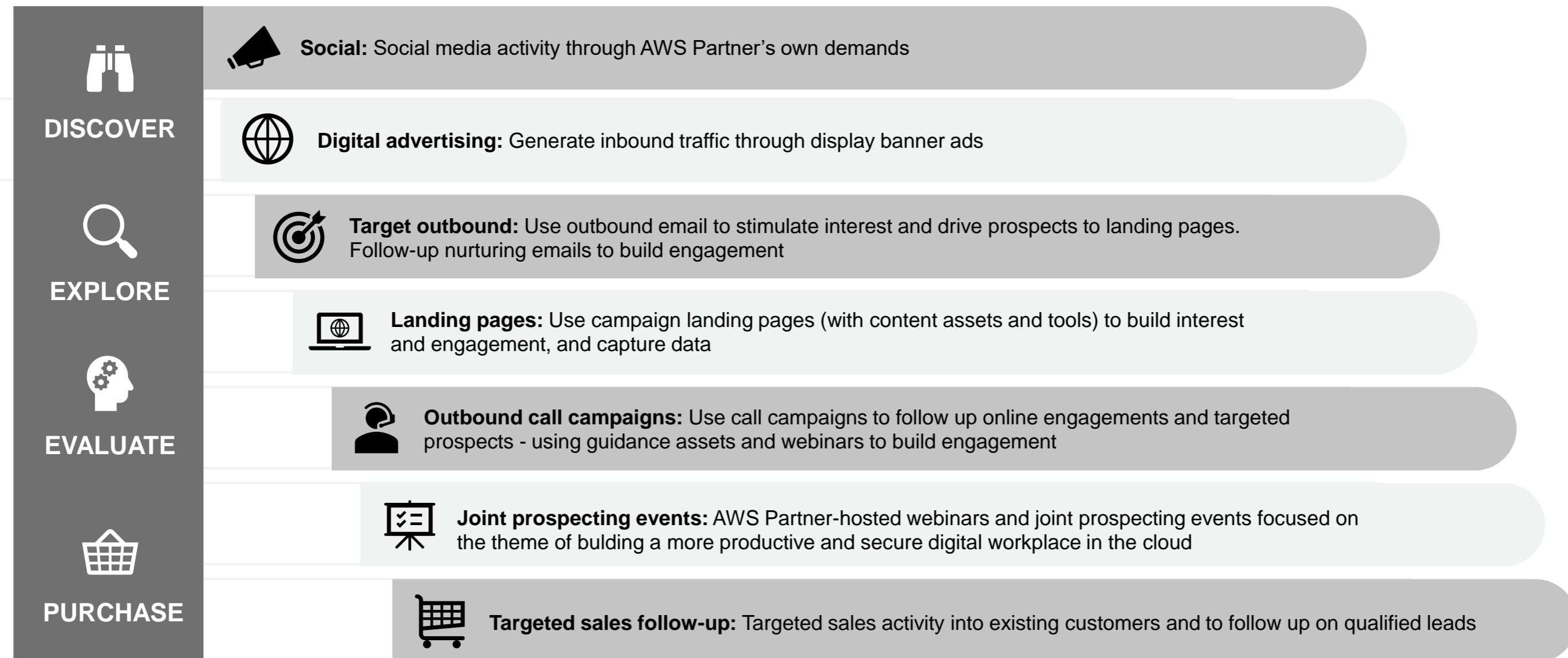
- Developers and Operations who influence the decision-making process and have been tasked with building and maintaining business applications and supporting infrastructure.

- Software engineer, application developer, project lead developer, cloud developer, lead engineer, principal engineers, full stack developer, Staff engineer

Integrated campaign approach

Partner Ready Campaigns support an integrated campaign approach that's outlined below. However, some partners may not have the marketing resources available to execute them. This campaign is designed to focus on the Discover and Explore phases. AWS Partners should work with AWS to explore their Evaluate and Purchase strategies.

Build Modern Applications on AWS marketing campaign



Core campaign value pillars

A high-level overview of the Build Modern Application story to serve as a guide while you are building out your assets to help create interest and drive engagement. The overall message should explain why this is important to the target audience and how the solution enables them to achieve their goals.

- »» **Speed to market**
Organizations can gain a competitive advantage by speeding up build cycles. Deliver reliable products and user experiences faster and cheaper while offloading operational overhead to AWS.
- »» **Build better applications by default**
AWS Serverless services include best practices by default including cross-availability zone replication and security isolation, so you can take advantage of more AWS best practices effortlessly.
- »» **Lower your total cost of ownership**
AWS modern application services take on more of the day-to-day operational overhead so you can redirect precious resources to value-added activities. Additionally, AWS serverless services deliver a pay-for-value billing model, never pay for over-provisioning, and benefit from resource utilization that is automatically optimized for you.
- »» **Improve scalability**
AWS modern applications services enable you to architect applications that scale reliably, increase performance, and maintain security as you grow. With services like AWS Lambda, which processes over one trillion functions per month, AWS can help you operate at any scale you need.
- »» **Run applications anywhere**
AWS simplifies the process of running Kubernetes and containers in any environment using consistent tooling, making it easier to build applications that meet latency, availability, or residency requirements.

Partner ready campaign elements

| | Asset | Description |
|---------------|-------------------------------|---|
| Core assets | Demand generation emails (x3) | Three emails to be delivered sequentially to drive customer awareness and engagement. The first email will outline market trends/customer challenges that make the respective AWS solution useful, the second will talk about how the respective AWS solution addresses those trends or challenges, and the third will explain why/how the customer should implement that specific solution with AWS and your organization. |
| | Landing pages | All digital assets will direct customers to these landing pages where they will gain insights on the native AWS services that your solutions integrate with. These custom landing pages will include blank sections, where you can input your own messaging and calls-to-action. |
| | Solution brief | Two-page, customer-facing asset that gives an in-depth explanation of the specific AWS solution. This document will include placeholder sections where you can add custom content - an "About Us" section that can be used to describe your company and its areas of expertise, and another section to talk about your integration with the respective AWS technology. This document can be leveraged as a resource on the landing page or included in emails sent through Marketing Central. |
| | Social media kit | Copy and social banners for a series of social media posts (LinkedIn, Facebook, and Twitter), pushing visitors toward the campaign landing pages. |
| | Case study | A case study template for highlighting your customer success stories. |
| | Banner ads | Banner ads that can be used for online advertising, pushing visitors towards the campaign landing pages. |
| Supplementary | Copy blocks | Short, medium, and long copy blocks are included for use in a variety of different spaces. For example, you might use these as a supplement to a customer email, or as a copy in an advertisement. |
| | eBook | Hero content asset that will focus on building the case for the AWS and AWS Partner solution with space for you to insert value props and customer case study. |
| | Webinar deck | Webinar deck that highlights the AWS offering with customizable slides for you to insert your unique value props. |

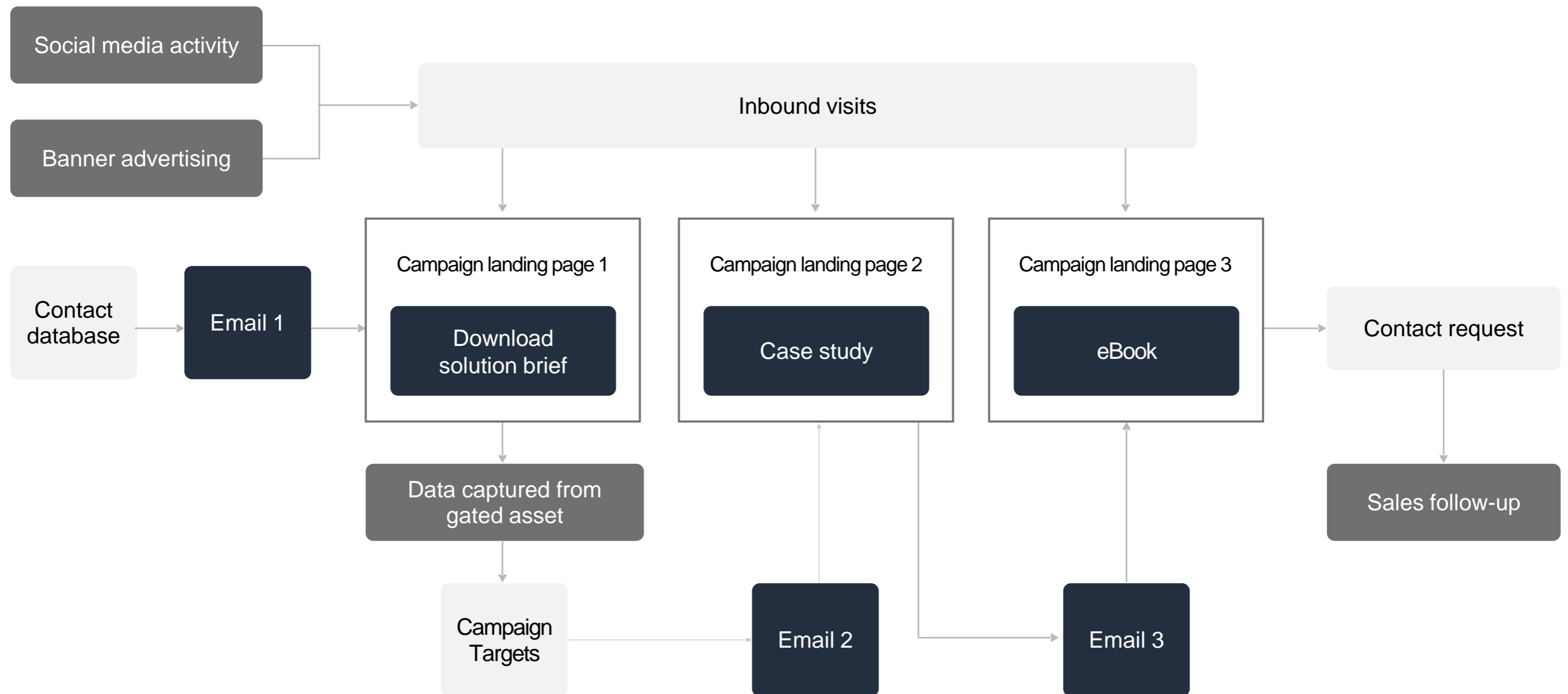
Marketing enablement

Campaign guide

PDF reference guide that briefs the partner marketing teams on the key elements of the campaign, including the theme, market opportunity, target audience, value pillars, campaign flow, and a sample timeline to execute the campaign assets.

Proposed campaign flow

This diagram shows how the various individual campaign assets work together to create an integrated campaign.



Sample timeline for executing a Build Modern Applications on AWS marketing campaign

Below is an example of how you might schedule your deployment of this customizable Build Modern Applications on AWS marketing campaign. This follows a nurture path designed to guide your customers towards conversion.

| Weeks | | | | | |
|--|---|---|---|--|---|
| 1 | 2 | 3 | 4 | 5 | 6 |
| <ul style="list-style-type: none">• Begin social media campaign• Begin banner ad campaign | <ul style="list-style-type: none">• Continue banner ad campaign• Send first demand generation email to database for solution brief | <ul style="list-style-type: none">• Send second demand generation email for case study• Continue banner ad campaign• Post second round of social media campaign | <ul style="list-style-type: none">• Continue banner ad campaign• Continue social media campaign• Send third demand generation email for eBook | <ul style="list-style-type: none">• Continue banner ad campaign• Post third round of social media | <ul style="list-style-type: none">• Complete banner ad campaign• Complete social media campaign• Follow-up with prospective leads |

Where to get help

These general Build Modern Applications on AWS campaign resources can be useful both for you and your customer.

- [Modern Applications on AWS](#)
- [eBook: Build Modern Applications on AWS](#)
- [Business Value Cloud Modernization Report](#)

You can also connect with a virtual Partner Marketing Manager (vPMM), through **Marketing Concierge Service**, who will provide personalized marketing support and guidance. Or engage with an AWS preferred agency, through **Agency Connect**, for pre-negotiated, cost-effective services to support your joint marketing efforts.