

# Common Go-To-Market (GTM) Motions

*Use this guide to understand the most common AWS-supported GTM programs and motions available to ISVs.*

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## 1. Co-Sell Campaigns

### **What It Is:**

Co-branded marketing or sales efforts executed in partnership with AWS field sellers, Partner Development Managers (PDMs), or industry teams.

### **Examples:**

- AWS/ISV joint outbound campaigns
- Targeted industry sales plays
- “Better Together” campaigns with AWS and ISV solution messaging

### **Goal:**

Drive awareness, pipeline, and co-sell alignment with AWS sellers.

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## 2. AWS-Sponsored Events

### **What It Is:**

Opportunities to participate in or sponsor AWS events ranging from regional summits to virtual webinars or industry-specific roundtables.

### **Examples:**

- AWS Summits (booth presence or speaking sessions)
- Industry Days or Immersion Days
- Partner Spotlights at AWS-hosted events

### **Goal:**

Increase exposure to AWS customers, generate leads, and deepen industry presence.

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## 3. AWS Marketplace Incentives

**What It Is:**

Programs that drive visibility and adoption of your solution via the AWS Marketplace.

**Examples:**

- Private Offer enablement (via CPPO or direct)
- AWS-funded Marketplace promotions
- Marketplace “Featured Seller” campaigns

**Goal:**

Accelerate procurement through AWS, reduce sales cycles, and create stickiness with customers.

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## 4. Case Study & Reference Campaigns

**What It Is:**

Highlighting customer success through AWS-published case studies, blog features, or marketing collateral.

**Examples:**

- Joint customer success stories promoted by AWS
- Blogs or videos featured in AWS Partner News or at events
- Partner Success Stories page listing

**Goal:**

Establish credibility, improve co-sell success, and support tier advancement.

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## 5. Account-Based Marketing (ABM) with AWS

**What It Is:**

Targeted marketing campaigns focused on specific accounts or verticals in collaboration with AWS sales teams.

**Examples:**

- Joint email campaigns with AWS reps
- Industry-specific landing pages with co-branded messaging
- Customized sales enablement for named accounts

**Goal:**

Convert top-target accounts and accelerate enterprise deal cycles.

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## 6. Partner Learning & Campaign Support

### What It Is:

Access to tools, templates, and AWS-led training to build and launch partner-led GTM campaigns.

### Examples:

- AWS Partner Demand Generation Kits
- Pre-built campaign-in-a-box content
- Marketing Development Funds (MDF), if applicable

### Goal:

Empower your team to launch more effective campaigns using AWS-aligned content.

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## 7. Thought Leadership & Content Marketing

### What It Is:

Leverage AWS channels to share your vision, expertise, or differentiated solutions.

### Examples:

- Guest blogs or whitepapers promoted by AWS
- Participation in AWS podcasts or panels
- LinkedIn Live sessions co-hosted with AWS SMEs

### Goal:

Build brand authority and influence AWS technical and business stakeholders.

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## How to Prioritize GTM Motions

### You're Ready For...

Co-Sell Campaigns  
Marketplace Motions  
Case Studies  
Events  
ABM

### If You Have...

FTR passed + opportunities in ACE  
Solution listed on AWS Marketplace  
Publicly referenceable customers  
Budget for sponsorship or technical speakers  
Named accounts and AWS seller alignment

**You're Ready For...**  
Thought Leadership

**If You Have...**  
Unique solution or industry insight