AWS Technology Partners:
Go-To-Market (GTM) Best Practices
Guide to industry alignment

Expand and accelerate your GTM efforts with support from AWS

At Amazon Web Services (AWS), we meet customers where they are on their technology journey. As an AWS Technology Partner, you have built industry solutions on AWS that illustrate your industry expertise and ability to deliver unique benefits to customers. The AWS partner program helps you leverage the AWS approach to customers, which includes understanding customer challenges, opportunities, and needs. Coupled with your industry-specific expertise, services, solutions, and engagement, together we can help our customers achieve their unique business goals.

To assist AWS Technology Partners with adopting this approach and enhancing their GTM efforts, AWS provides AWS industry-specific messaging, campaign programs and tools, joint case study development, and more.

Below are some of the tools and best practices with which AWS Technology Partners can engage. Work with your AWS team to understand how AWS positions itself in various industries. Consider these best practices as you build your GTM Strategy and Joint Marketing Plan (JMP) with your AWS team.

Field Ready Kit

Building a Field Ready Kit (FRK) is a foundational step in assuring that AWS sellers understand a partner's solution. The kit includes a solution brief, a sales brief, and a first-call deck. In addition, any joint content (such as whitepapers, ebooks, battlecards, and case studies) that is specific to your solution on AWS is a valuable tool to include. An FRK that has the latest details on what the service or solution offers, including values and benefits, helps co-sellers properly position it to potential customers. Partner Development Managers (PDMs) can collaborate with you to pinpoint existing elements of an effective FRK.

Case Studies

Case studies demonstrate the value of both AWS and the partner solution and effectively describe challenges that customer's have solved using a partner solution on AWS services. This asset type establishes third-party (3P) validation that can generate demand for partner solutions. AWS sellers leverage case studies in their sales efforts. AWS and partners may promote case studies on social media and publish them on relevant AWS and partner sites to drive brand awareness. Partners can find the case study kit on AWS Marketing Central which includes templates and best practices.

View examples of partner case studies

AWS for Industries Messaging Kit

For partners that want to understand how AWS positions itself in vertical markets, and how to leverage AWS messaging in their Go-To-Market (GTM) materials, AWS offers AWS for Industries messaging frameworks. The kit contains messaging and positioning frameworks for various industries. Partners can use them to increase visibility and develop custom campaigns, web copy, and social media posts, among other assets. The frameworks provide key industry-specific information and customer-ready language about the value of AWS Partner solutions. These messaging frameworks help AWS Technology Partners to effectively co-brand, target the right audiences, and go to market with AWS. Messaging frameworks support partners in driving demand for industry solutions while remaining aligned with AWS value propositions and AWS GTM strategies.

Partners can find the ready-to-use messaging for their respective industries on AWS Partner Marketing Central.

Social media is an easy way to engage with AWS. Have a validated solution, tag @AWS_Partners (X/Twitter) or @AWS Partners (LinkedIn), and ensure clear AWS message in the post. Not competitors included. The AWS Social team will engage and reshare as appropriate. Social Media Guide can be found on AWS Partner Central.

AWS Competency Programs

The AWS Competency Program recognizes AWS Partners that demonstrate and maintain technical proficiency and proven customer success in specialized AWS Partner solution areas. AWS offers competency validations for industry-specific competencies, such as manufacturing, and service-related competencies, such as security. Achieving an AWS competency creates new opportunities for partners, from eligibility for marketing development funds (MDF) to priority listing in AWS search tools, among other benefits. It also helps partners differentiate their businesses by showcasing industry-specific expertise.

With each competency, partners receive a custom badge featuring the designation, which they can use on marketing materials.

Contact your PDM for assistance with identifying relevant competency programs.

AWS Marketing Toolkit

The AWS Marketing Toolkit includes the AWS Partner Creative and Messaging Guide, the AWS Partner Creative and Messaging Checklist, AWS logos and architecture icons, AWS Marketplace logos, and more. Partners can use this toolkit to ensure that their marketing assets meet AWS guidelines, including creative, messaging, and design. You can find this on AWS Partner Central.

Solution Briefs and Sales Briefs

Solution and sales briefs provide an easy-to-digest overview of what your business offers AWS customers. These are a key component of the Field Ready Kits. The solution brief is a publicly shared asset that potential buyers can download from your website, for example. The sales brief is an internal document designed to help AWS sales professionals quickly understand:

- Benefits

- Customer scenarios

- Applications

- Target personas

- Comparable offerings

- Strategic AWS Partner benefits

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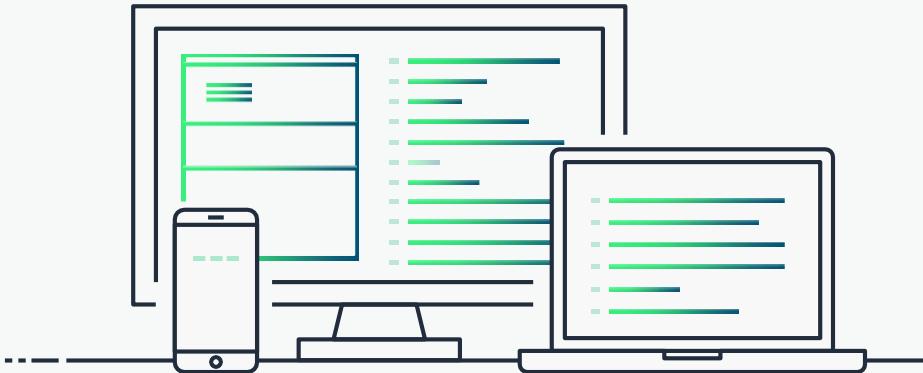
Industry events

AWS participates in a variety of 3P industry events each year. Each event offers different sponsorship opportunities, and the sponsorship team can help you to understand sponsorship requirements and learn which events will best support your goals.
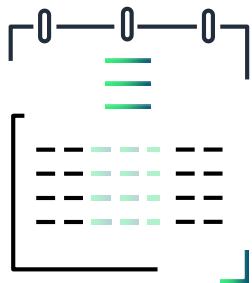
AWS maintains a list of more than 20 events that offer sponsorship opportunities. Subscribe to the AWS Global Sponsorship Newsletter or visit AWS Industry Sponsorships to get more information.

Sponsorship and participation opportunities for the Industry Showcase at re: Invent, which lets partners easily access industry-relevant potential customers and collaborators.

AWS Industry teams and your PDM can help identify potential opportunities for event sponsorship or guide event planning inclusion.

Have questions before you get started?
Reach out to your dedicated AWS Partner team for additional information and support.