GTM guide for prospective GCP Marketplace partners
Tips for growing your business on GCP Marketplace

**Phase 1: Build**
- Set up your partner portal.
- Create your product page.
- Review your solution analytics.
- Familiarize yourself with Cloud Connect.

**Phase 2: Launch**
- Publish a press release or a guest blog post.
- Brand with a joint solution landing page.
- Link to listing with a GCP Marketplace button.
- Generate leads with paid search.
- Customize a listing announcement campaign.

**Phase 3: Develop**
- Create video demos of your solution.
- Use Partner Marketing Studio.
- Submit a case study.
- Generate leads with partner sales credits.

**Phase 4: Promote**
- Sponsor a Google Cloud event.
- Enhance awareness with AdWords.
- Generate leads with partner sales credits.

Click on the bold type to learn more.
Overview of available partner incentives

Marketing Incentive Programs
Funds to maximize the reach of campaigns and create a healthy pipeline. Includes the Pipeline Incentive Program (PIP), PIP Accelerated, and Marketing Development Funds (MDF).

Learn more

Partner Services Fund
Funds to defray cost of partner-delivered services such as workshops, pilot/proof of concepts, and implementation. Available on G Suite and GCP deals worth USD $60,000 or more.

Learn more

Deal Registration & Deal Referral
Rebates for both re-selling and non-reselling partners for sourcing and closing GCP and G Suite deals.

Learn more
Phase 1: Build
Set up for success
GCP Marketplace Partner Portal: Your gateway to success

What
The partner portal is your one-stop shop to:
- Manage solutions including deployment packages and details.
- Track solution performance through traffic, deployment, and metrics based on hourly use.

Why
From initial setup to updating and tracking listings, the partner portal equips you with the tools you need to succeed in the marketplace.

Next steps
Sign in to your partner portal and get familiar with the tools to create, manage, and track your solutions.
Build your product page and listings

What
The product page is where you showcase your offering. Your solution description should be clear, accurate, and address why a user would benefit from your product.

Why
The product page is often the first exposure potential customers have to your solution. Make it easy for prospects to see the value of your product, leading to new—and more—acquisitions.

Next steps
Engage more customers by updating your product page descriptions with unique use cases.

Tip: Add visual aids and videos to engage potential customers. Complete search and keyword fields to make your solution easily discoverable.
Use analytics to track solution performance

What

Track user behavior and solution performance by:

● Creating unique identifiers for listing links to track campaign ROI.

● Leveraging “Solution analytics” from the Partner Portal.

● Accessing GCP Marketplace reports for revenue and detailed solution reports via Google Drive.

Next steps

Learn how to [track marketing campaign performance](#) through your [solution analytics](#) dashboard.

*Applicable to VM solutions only*
Use Cloud Connect for co-marketing solutions

What
Cloud Connect is your hub for Google Cloud co-marketing resources. In it you will find an icons & logos gallery, information on the Partner Marketing Studio, and Marketing Incentive Program.

Why
Explore the marketing activities that can help you plan campaigns, reach new customers, build awareness, and drive demand for your solution and services.

Next steps
Log in and visit the Google Cloud Marketing page. If you experience any access issues please contact support.
Phase 2: Launch
Go live and tell the world
Issue a press release

What
A press release is an official statement about your company, products, and services. Although Google does not issue press releases, partners can include Google products if approved by the Google Cloud PR team.

Why
Press releases are powerful tools to raise awareness about your business, as well as to establish credibility in the industry.

Next steps
Review the press release guidelines for tips on getting started and instructions on how to submit your press release to the Google Cloud PR team for review and approval.
Submit a guest post for the GCP blog

What
The Google Cloud Platform blog is a great place to showcase what your solution can do to our readership of technical decision makers and practitioners.

Why
A GCP blog post is a powerful tool to raise awareness about your business and establish credibility in the industry while aligning to Google Cloud.

Next steps
Learn more and request a blog post for consideration. Content must be technical in nature and application focused. Please note that submission of the form does not automatically guarantee publication.
Go-live with a joint-solution landing page

**What**
A landing page describes your partnership with Google Cloud and the details of your joint-solution.

**Why**
Share information with new and potential customers, collect leads and provide a destination for external media advertising and banner ads.

**Next steps**
Ensure you align to [Google Cloud brand guidelines](https://cloud.google.com/brand-guidelines) before going live.
Link to listing using a GCP Marketplace button

**What**
Promote your GCP Marketplace listing with a button linking to your solution page to drive traffic.

**Why**
Maximize opportunities for potential users to find your listing page as they browse throughout your website.

**Next steps**
View [this guide](#) to learn best practices for implementing a GCP Marketplace button onto your website as well as a link to where you can download the buttons.
Generate leads with paid search

**What**
Implement and enhance listings by running paid search ads. Request for Google to also run paid search requests on your behalf to bolster your presence.

**Why**
Increase solution visibility and make it easier for potential users to discover your offerings.

**Next steps**
Request for Google to own and sponsor limited paid ads on your behalf by filling out this form.

**Tip:** Keywords should focus on use cases and applications. If you already have paid search ads for your solutions, submit alternative keywords in your request form to prevent competitive bidding.
Customize a listing announcement campaign

What
Leverage the Partner Marketing Studio to access a pre-built, customizable GCP Marketplace announcement campaign with suggested email copy, social posts, and web banners.

Why
Drive awareness of your solution’s presence on GCP Marketplace and shine a spotlight on your solution and the ease of deployment via GCP Marketplace.

Next steps
Learn more about Partner Marketing Studio, and sign up to get started. Once you’re signed up, visit the GCP Marketplace Announcement Campaign and start customizing it right away to announce your go-live!
Phase 3: Develop
Create baseline marketing content
Engage customers with video demos

**What**
Short video demonstrations—10 minutes or less—on your product page can pique interest and highlight product use cases.

**Why**
Excite and engage potential customers. Demos give users insight on using your solution for their needs.

**Next steps**
Upload videos to your YouTube channel and link to them in the “Documentation and Support” section of your solution page. YouTube link URL must have the embed formatting (/embed/).

**Tips:** Focus on unique, interesting applications of your solution on GCP. We recommend up to three videos for three use cases.
Leverage Partner Marketing Studio

**What**
Partner Marketing Studio is a co-marketing automation platform in which you can easily customize and launch campaigns without turnkey content.

**Why**
Spend less time and money on new campaigns. Increase ROI on every campaign you run. Partners can use Partner Marketing Studio at no cost.

**Next steps**
Learn more about [Partner Marketing Studio](#), and sign up to get started.

- Emails
- Microsites
- Landing pages
- Social media syndication
- Infographics and sales sheets
Submit a customer case study

**What**
A detailed customer case study displays how your solution helped drive successful outcomes for your customers. Once submitted, Google Cloud publishes select case studies.

**Why**
Case studies serve as real-world proof of the success and benefits customers have experienced through your solutions and Google Cloud.

**Next steps**
View the [case study playbook](#) to learn about opportunities to work with Google Cloud on case study production and publication, then [submit a partner success story](#).
Phase 4: Promote
Drive initial traffic to listing
### Sponsor a Google Cloud event

**What**
Google Cloud hosts global and regional events that gather industry leaders, executives, developers, and more for major announcements, keynotes, and breakout sessions.

**Why**
Connect with customers and prospects as you help them integrate the latest cloud technologies into their business strategy, while creating awareness of your brand and expertise.

**Next steps**
Sponsorship opportunities include 1:1 delegate meetings, branded booths, and hands-on demos. View the [201 sponsorship opportunities](#) on the next slide for more details.
2019 sponsorship opportunities

View the 2019 sponsorship prospectus:
- Google Cloud Summit
- Google Cloud Next
Use AdWords ads with Google trademarks

**What**

AdWords are text ads that appear in searches for products and services that are relative to your business offerings.

**Why**

Help the right customers find you. Enhance awareness of your business among potential customers, and establish brand equity with existing customers.

**Next steps**

Google Cloud Partners can request permission to run AdWords ads using Google trademarks. Refer to the AdWords Whitelisting Ad Copy Guidelines.
Generate leads with the GCP Partner Sales Credit

What
Google Partner Sales Credit is a **$200 credit** ($500 for Premier Partners)—on top of the $300 free trial—that partners can use to incent customers to utilize GCP services.

Why
Partner Sales Credit allows Google to track partner performance, providing important insight into your marketing performance.

Next steps
Review the [Partner Sales Credit Guide](#).
To access your unique URL, sign into the Marketing Incentive Tool and click “GCP Partner Credit.” Credit is generally approved within two business days (terms apply).
Thank you