



GTM guide for prospective GCP Marketplace partners

Google Cloud

Already a GCP Marketplace partner?
View the GTM guide [here](#).



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**.



Phase 4: Promote

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

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.

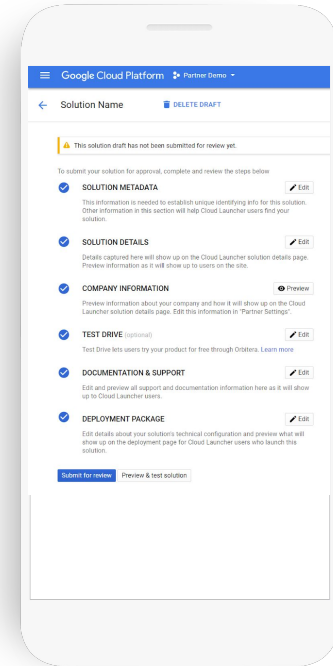
Why

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

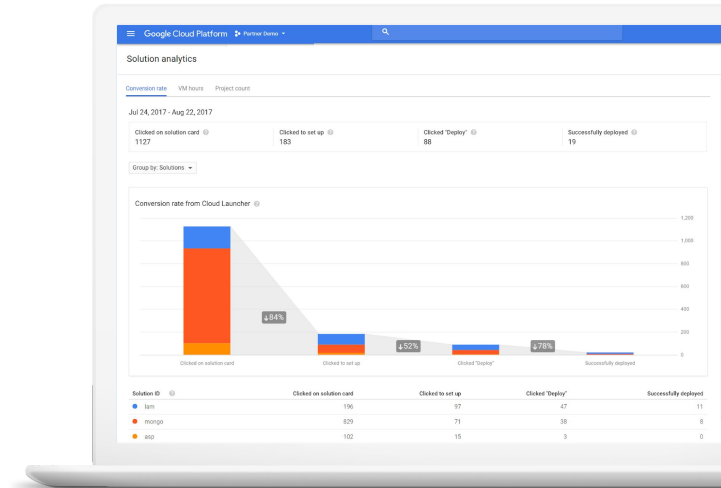
Track user behavior and solution performance by:

- 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

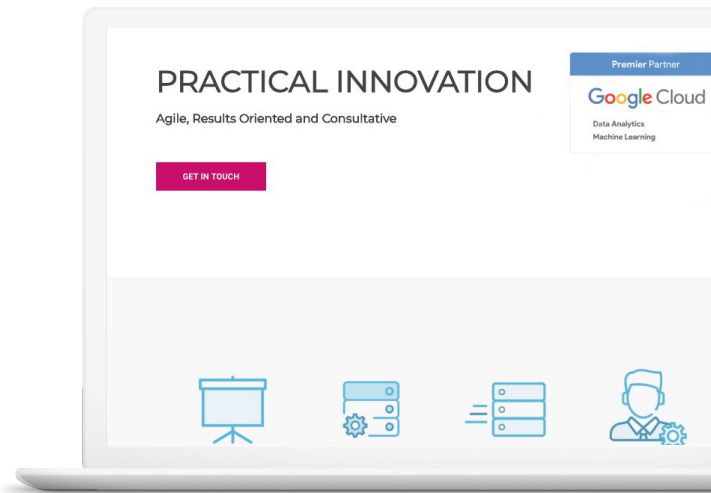
A landing page describes your partnership with Google Cloud and the details of your joint-solution.

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](#) 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.



Launch now on
Google Cloud Platform



Launch now on
Google Cloud Platform



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.

[google.com](#) - Cassandra in 1 Click

(Ad) [cloud.google.com/launcher](#)

Database Tools on Google Cloud. 1 Click Install - Get Started Free.

High Data Security - Pay Only For What You Use - \$300 Free Trial - Deploy in Minutes

"Google Cloud Platform is the cloud platform of the future" - Capterra

Deploy Bitnami Apps

One Click Deployment for
Bitnami Partner Apps & Tools

Prediction API

Apply Google Machine Learning
to Your Data via API.

Peering & Interconnect

Connect your Infrastructure
To the Google Network.

Case Studies

See How Companies use Cloud
Building the Apps of the Future



Customize a listing announcement campaign

What

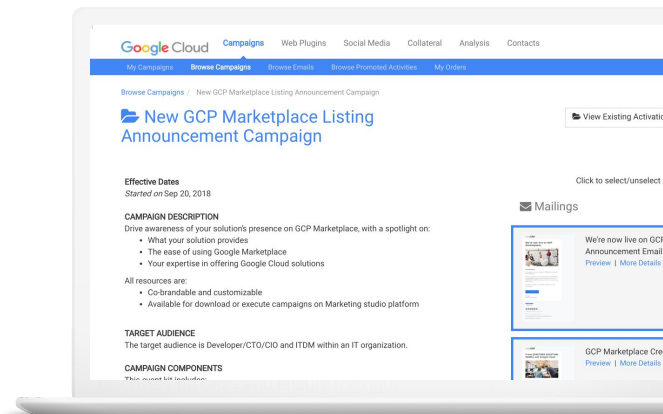
Leverage the Partner Marketing Studio to access a pre-built, customizable GCP Marketplace announcement campaign with suggested email copy, social posts, and web banners.

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

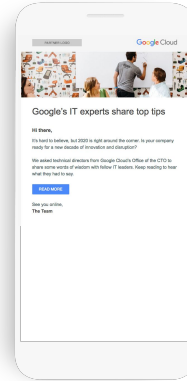
Partner Marketing Studio is a co-marketing automation platform in which you can easily customize and launch campaigns without turnkey content.

Why

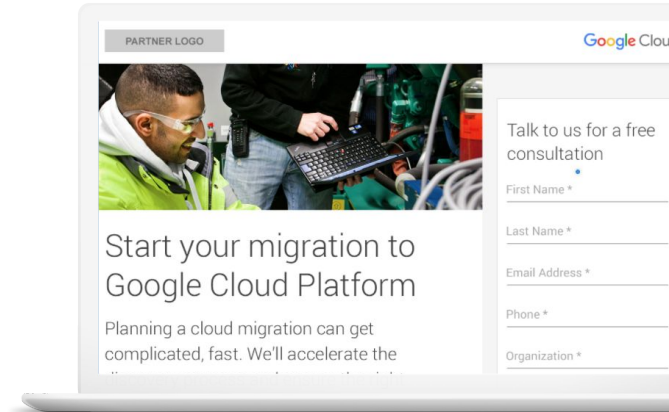
Spend less time and money on new campaigns. Increase ROI on every campaign you run. Partners can use Partner Marketing Studio at no cost.

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.

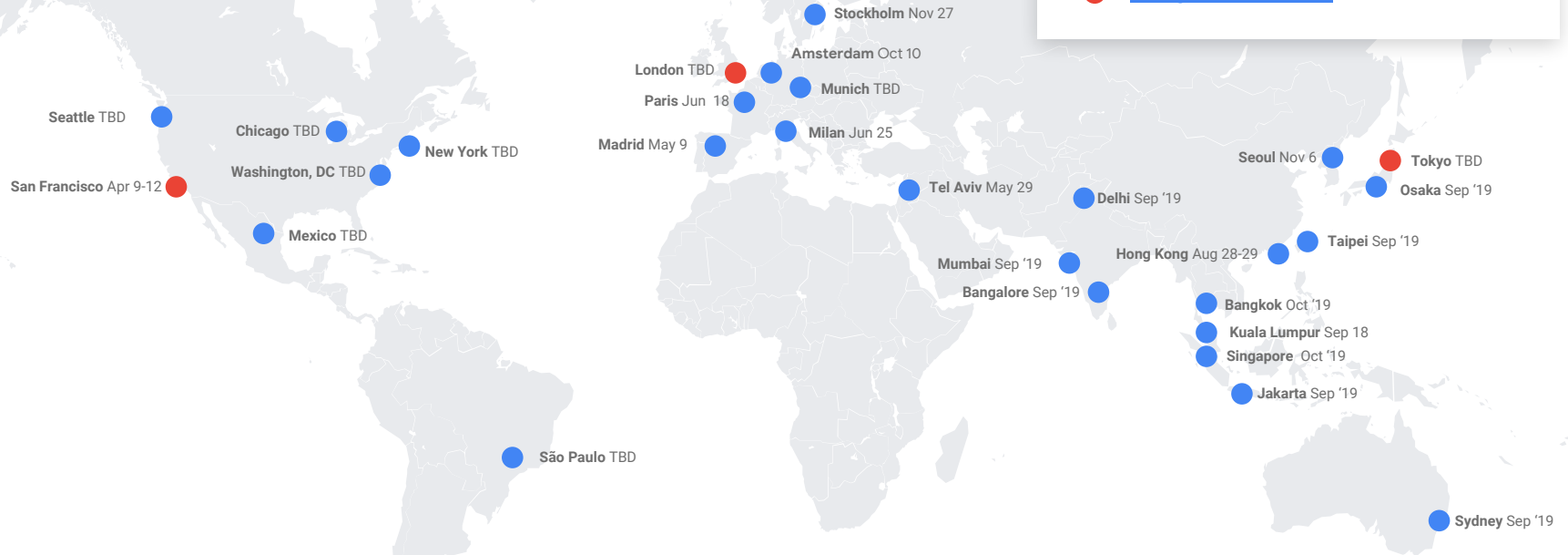


2019 sponsorship opportunities

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

Google Cloud