

# vmware® PARTNER EDGE CONCIERGE

## Partner Edge Concierge Manages Digital Marketing Campaigns for You

It's tougher than ever to compete in the global marketplace. To help, we designed a program for select VMware partners that offers end-to-end campaign execution for pre-designed demand-generation campaigns. The content is available through VMware Partner Edge in 9 languages.

### Program Benefits



Provided at no cost to you—100% funded (reimbursed) through Concierge global development funds (DF)



Combines robust VMware marketing content and assets with strategic agency expertise



Drives pipeline with pre-designed, best-practice campaign options



Provides campaigns covering all phases of the buyer's journey



Gives partners the ability to run multiple campaigns throughout the year



Frees time to close more deals

Customers and prospects engage with your business during different phases of the buyer's journey. Our Partner Edge Concierge Program campaigns provide tactics that help you succeed at every stage.

### Awareness



Demand Generation

- Multi-Touch Email
- Buyer-intent search
- Website and Social Syndication

### Consideration



Lead Nurture

- Appointment Setting
- Webinar
- Leads Qualification

### Decision



Sales Acceleration

- Hands-On Lab
- Customer Assessment

### Campaigns Managed and Executed by the Concierge

The Partner Edge Concierge agency will provide:


- An account manager dedicated to your campaign
- End-to-end program execution, list services and vendor management, lead-pass and reporting
- Post-campaign Proof of Execution (POE) for simplified DF claims

### Getting Started with the VMware Partner Edge Concierge Program

1. Choose a featured VMware product or solution focus area:
  - Products: vSphere 6.5/vSOM or vSAN
  - Solutions: Modernize Data Center, Empower Digital Workspace, or Transform Security/NSX
2. Select your campaign option: Webinar, List Builder, Appointment Accelerator, or Multi-channel

# VMWARE PARTNER EDGE CONCIERGE PROGRAM

## Choose Your Campaign Option

1 Webinar	2 List Builder	3 Appointment Accelerator	4 Multi-Channel
<p>Provides comprehensive webinar scheduling, recording, and promotion to generate marketing leads</p> <p><b>Campaign components:</b></p> <ul style="list-style-type: none"> <li>• Webinar management services: webinar record, host, and session presentation</li> <li>• Email outreach promoting webinar and selected focus area</li> </ul>	<p>Provides opt-in, marketing-ready prospects to build a qualified database for further nurture and marketing outreach</p> <p><b>Campaign components:</b></p> <ul style="list-style-type: none"> <li>• “Always-on” website syndication</li> <li>• Buyer-intent search and social actions (data analytics)</li> <li>• In-market tele-qualification after asset engagement</li> <li>• Email outreach promoting selected focus area</li> </ul>	<p>Provides established appointments and leads from email outreach focused on selected product or solution focus area</p> <p><b>Campaign components:</b></p> <ul style="list-style-type: none"> <li>• Prospect database rental (up to 1,000 contacts)</li> <li>• Email outreach promoting HOL, assessment or focus area</li> <li>• Telemarketing with appointment setting</li> </ul>	<p>Provides opt-in, marketing-ready prospects as well as set appointments for an integrated, multi-channel campaign</p> <p><b>Campaign components:</b></p> <ul style="list-style-type: none"> <li>• “Always-on” website syndication</li> <li>• Buyer-intent search and social actions (data analytics)</li> <li>• Prospect database rental (up to 1000)</li> <li>• In-market tele-qualification after asset engagement</li> <li>• Email outreach promoting HOL, assessment or focus area</li> <li>• Telemarketing with appointment setting</li> </ul>
<p><b>USD \$4,000</b> using partner-provided list</p>	<p><b>USD \$7,000</b> 50 prospects</p> <p><b>\$12,000</b> 105 prospects</p>	<p><b>USD \$10,000/quarter:</b> 8 appointments, <i>requires a 2-quarter campaign commitment</i></p> <p><b>\$17,000</b> 15 appointments</p>	<p><b>USD \$17,000/quarter</b> 50 prospects and 8 appointments, <i>requires a 2-quarter campaign commitment</i></p>
<p>Translation and customized options are available for an additional charge – discuss with the Concierge during the kickoff call.</p> <p><b>Campaign costs are due to Concierge at project kickoff but are 100% reimbursable through the Development Funds claim process.</b></p> 			<p><b>\$29,000</b> 105 prospects and 15 appointments</p>

**Get Started Today!**  
Email the Concierge team at [partnerconcierge@vmware.com](mailto:partnerconcierge@vmware.com)

