



## Partner Marketing Quarterly

Edition 4 | December 2021

As 2021 comes to a close, we're looking ahead to 2022, raffling off Apple AirPods Pro® or Beats Fit Pro® headphones, showcasing our favorite five features of Partner Demand Center (PDC), and highlighting new campaigns that can help you get the new year off to a great start.

### All About VMware's New Partner Strategy



[Watch](#) Kathleen Tandy, VMware Vice President, Global Partner and Alliances Marketing, discuss our VMware Cross-Cloud Services strategy. Learn about the opportunities and benefits for partners and the [resources that are available](#) to help you utilize this new positioning with customers.

### The Latest



#### End of Year Survey Giveaway

Close out 2021 on a high note with a chance to win your choice of Apple AirPods Pro® or Beats Fit Pro® headphones. To enter, [fill out a five-minute survey](#) about PDC so that we can learn how to better serve you in 2022. Three survey participants will win.

#### Live Session: Applying ABM To Improve Conversions with Targeted Audiences

Learn the latest best practices around building an accurate Ideal Customer Profile (ICP) as part of your Account Based Marketing (ABM) strategy.

[Register Now](#) | December 17 @ 9 a.m. SGT

### Introducing New VMware Campaigns

#### Multi-Cloud: Any Cloud, Anywhere

This campaign enables you to help your customers and prospects transform IT infrastructure into a unified and elastic multi-cloud platform, optimized to securely and reliably deliver any application, anywhere.

#### Frontline Worker – Anywhere Workspace (Coming Soon)

Frontline workers represent a large majority of the global workforce. Many of these workers are not operating in a standard office environment, so they rely heavily on mission-critical technologies to do their job. Use this campaign to make the case for how VMware Workspace ONE can assist frontline workers across your customers' industries.

#### Newly Localized Campaign:

VMware Multi-Cloud: Migrate to Cloud — This campaign showcases your flexibility to help customers migrate to and modernize any and every cloud quickly, without the cost and complexity of refactoring. Available in [English](#) and [Korean](#).

### Top 5 Campaigns of 2021

Take a look at campaigns that helped our partners succeed this year, and learn how they can help you.

#### 1. Anywhere Workspace – Main Track



This campaign guides prospects on how to implement an integrated digital workspace solution; enable highly engaged employees, reduce IT silos, and provide better, more effective security. Available in [English](#) and [Korean](#).

#### 2. Multi-Cloud: Modernize for Cloud



This campaign enables you to help your customers and prospects transform IT infrastructure to an integrated, software-defined platform with full-stack hyperconverged infrastructure (HCI) for high performance at optimal TCO. Available in [English](#) and [Korean](#).

#### 3. VMware Modernize Endpoint Security



This campaign enables you to help your customers implement Zero Trust with fewer tools and silos, deliver security as a built-in distributed service, and scale response with confidence, speed and accuracy. Available in [English](#).

#### 4. VMware NSX Advanced Load Balancer



This campaign will help you drive demand more broadly, highlighting the benefits of Advanced Load Balancing, which include faster application rollout with automated, per-app load balancing services, and 30 percent reduction in TCO. Available in [English](#) and [Simplified Chinese](#).

#### 5. VMware Modern Apps Campaign



The VMware Modern Apps Campaign makes a compelling case for how VMware Tanzu Basic speeds the path-to modern apps by allowing companies to quickly support off-the-shelf containerized workloads. With Tanzu, both IT and developers can build, manage, and support modern apps more easily, speeding time to market and reducing risk. Available in [English](#), [Simplified Chinese](#), and [Korean](#).

### Partner Success Story: Tech Data



Follow best practices from fellow partners to maximize your success.

Partner Demand Center (PDC) helped Tech Data run an integrated marketing campaign by pairing social assets built on foundational messaging with webinar content and landing pages using PDC assets. Developing their campaign with PDC content, they had over 60k+ clicks on their campaign ads.

Their multi-touch campaign leveraged the following tactics to build awareness and to convert initial social impressions into qualified leads:

1. Telemarketing
2. Webinars
3. Social Media
4. Web banner advertisements
5. SEM

[Visit PDC today](#) to explore campaigns and assets that can help you achieve results.

### Catch up on Popular Training Sessions

#### Ultimate Tactics of Lead Follow-Up

Check out this webinar to learn the four steps to an effective lead follow up strategy, plus best practices of how and when to contact a lead.

Didn't have a chance to attend our quarterly webinar sessions? You can find more on-demand webinar topics in [Partner Demand Center](#) under the Guides menu, including how to Build Your Digital Marketing Strategy, Email Best Practices, Running Effective Webinars and more.

### Top 5 Partner Demand Center Features

#### 1. Email Nurture Campaigns

Research has shown that follow up is key to successful email campaigns. Luckily, we have pre-built, multi-touch email campaigns that you can easily leverage.

#### 2. Automated Social Media Posts for LinkedIn, Facebook and Twitter

The value of social media engagement is huge, and we've got you covered with automated posts so you can save time while increasing your social media presence.

#### 3. Website Content

Did you know you can copy and paste our pre-built web page code onto your site for the solutions you sell, and the pages will automatically refresh with new content? This is a great way to generate interest in the VMware solutions you sell, and content is gated, which results in leads to nurture.

#### 4. Actionable Widgets

Easy-to-use widgets on the Partner Demand Center (PDC) homepage help you stay on top and glance at campaign performance, event registrations and tasks to complete.

#### 5. Live Chat and One-on-One Consultations

Our HelpdeskPlus team is available to support your marketing efforts. [Send them an email](#) today to schedule a meeting or start a live chat directly in the platform.

[Read more](#) about how PDC can help you.



We want your feedback:  
[What topics would you like to see in the next edition?](#)