

Prospective partner guide for Google Cloud Marketplace

Updated November, 2021





Growing your business on Google Cloud Marketplace



Phase 1: Build

Get access to the **systems you'll use.**

Opt in for important updates.

Know about available **partner incentives.**

Devise your **GTM strategy.**

Create your **product page.**



Phase 2: Launch

Issue a **press release.**

Share on **social.**

Customize a **listing announcement campaign.**

Brand with a **joint solution landing page one pager** and **logos.**

Access standardized **Marketplace messaging.**

Generate leads with **paid search.**



Phase 3: Grow

Offer a **free trial of your solution.**

Create **video demos** of your solution.

Give discounts with a **Marketplace coupon**

Generate leads with **partner sales credits.**

Create a **Getting Started Guide.**

Apply for a **Partner Expertise.**



Phase 4: Promote

Sponsor a **Google Cloud event.**

Host a **Marketplace webinar.**

Publish a **blog on the Community.**

Enable **Google Cloud sellers.**

Provide a **referenceable quote** to Google Cloud.

Develop a **case study** or **case study snapshot.**



Phase 5: Track

Monitor your **marketing campaign performance.**

Enable **customer insights reporting.**

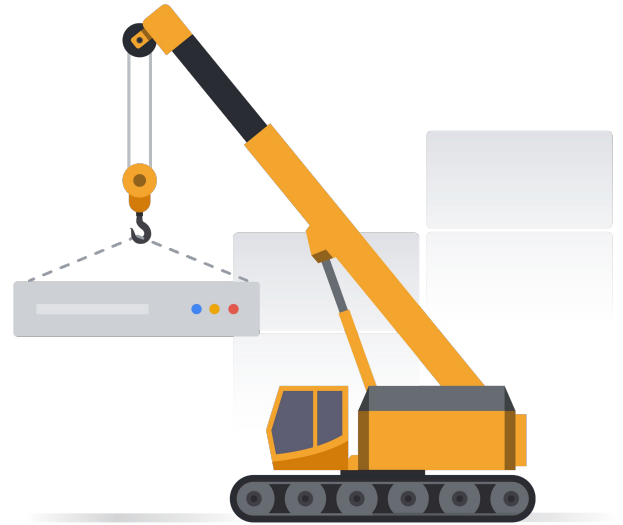
Unlock the **lead generation report.**

Enable the **disbursement report.**

Click on the **bold type** to learn more.

Phase 1: Building your listing

Set up for success





Familiarize yourself with the systems you'll use

Partner/Producer Portal

What is it?

Track marketing campaign performance from page traffic all the way through deployment. Plug in UTM codes from your campaigns to enable full end-to-end tracking.

[Learn more](#)

Partner Advantage

What is it?

Your partner hub for Google Cloud co-marketing resources. Many of the materials including the GTM guide and best practice guides reside in Partner Advantage.

[Learn more](#)

Partner Marketing Studio

What is it?

Co-marketing automation platform where you can easily customize and launch campaigns with turnkey content including a Marketplace customizable launch campaign.

[Learn more](#)



Opt in for important updates

What

Be the first to know about new product features we are building to help you sell better and new programs we design to help you promote your solution. This is a must if you're looking for ways to promote your Marketplace solution and find better ways to sell.

Next steps

Fill out the [Sell on Google Cloud Marketplace form](#) to opt into communications from the Marketplace team.



Available partner incentives

What

Google provides incentives to help partners generate demand, increase customer awareness, and accelerate deal velocity.

Next steps

Refer to [Incentives overview](#) to learn more about the available incentive programs for Google Cloud partners.



Devise your GTM strategy

What

Creating a Go-to-Market strategy is pivotal to driving awareness of your solution. Google Cloud is here to help so we've created a few resources to get you started.

Next steps

If you're getting ready to launch your solution these [basic](#), [intermediate](#) or [ongoing](#) sample marketing sequences can help you devise your go-live strategy.

Each year you should also [create a GTM plan](#) to organize, execute, and report on the activities that you do to promote your listing.

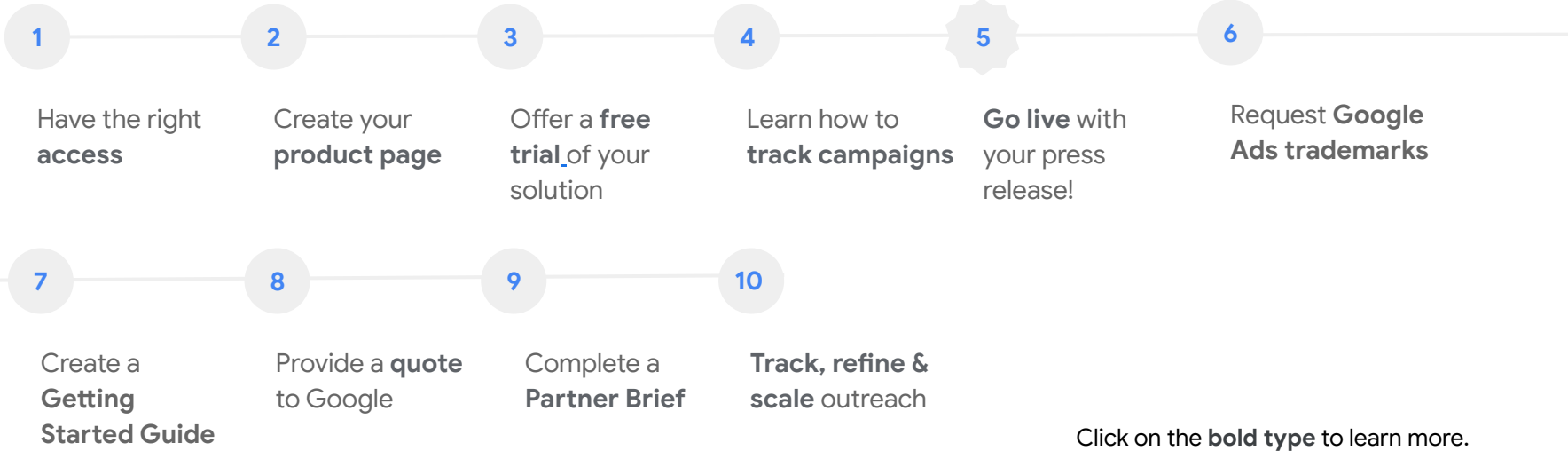


Sample marketing sequence | basic

Partner time required to complete: 2 days (16 hrs)

Budget required: \$0

Organizational support needed: PR, Product Marketing



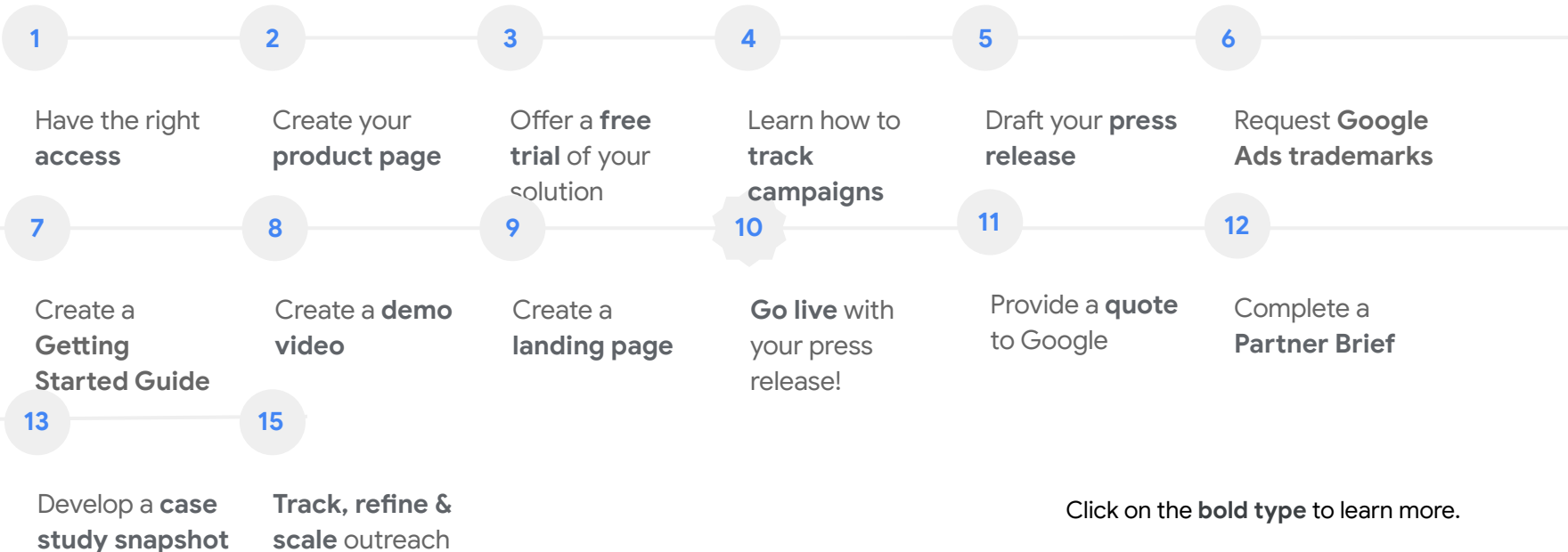


Sample marketing sequence | intermediate

Partner time required to complete: 5 days

Budget required: \$0

Organization buy in/support: PR, Web Team, Product Marketing



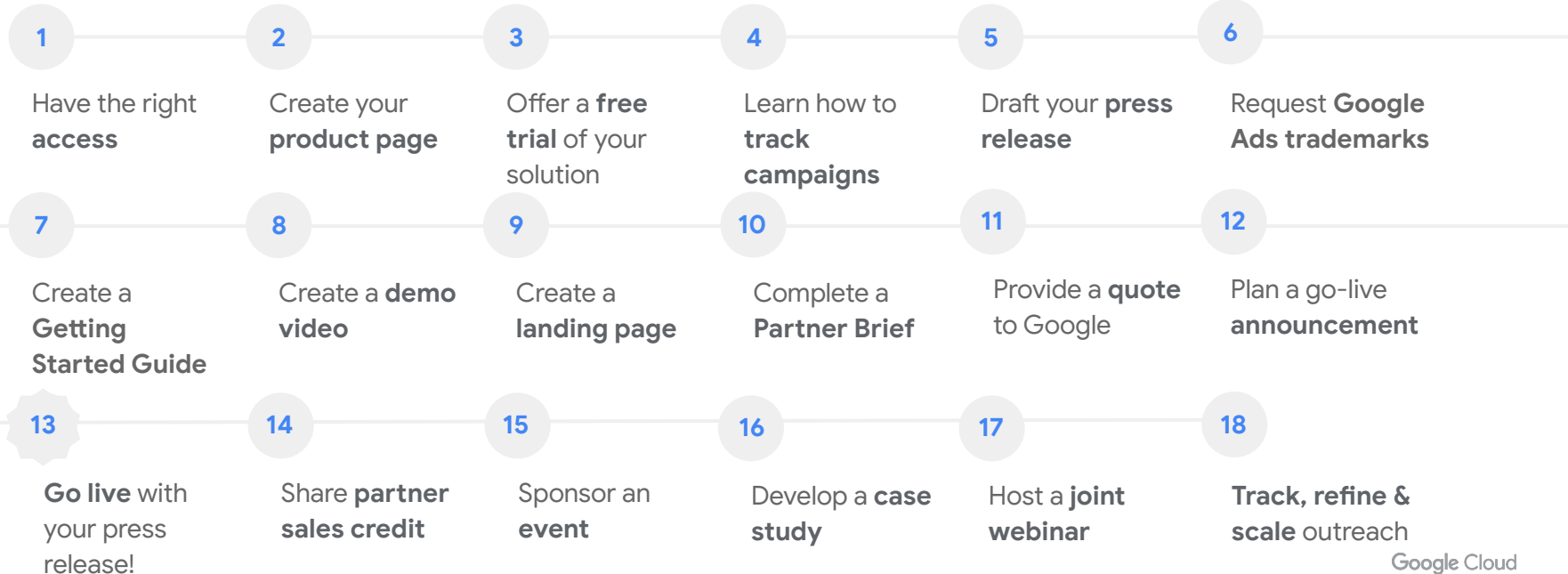


Sample marketing sequence | ongoing

Partner time required to complete: Ongoing

Budget required: \$10K

Organizational support needed: PR, Product Marketing, Web Team, Field Marketing





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.

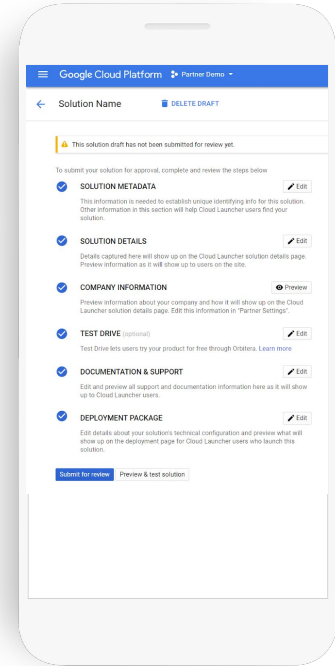
Why

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

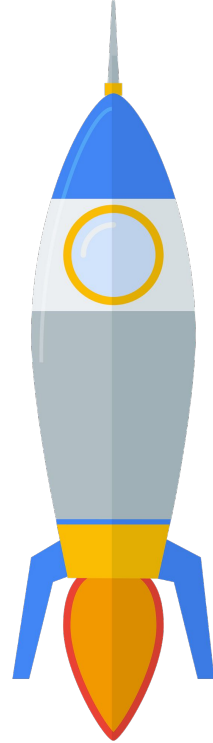
Follow these **best practice guidelines** to create a compelling product listing.

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



Phase 2: Planning your 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

Customize this [press release template](#) with your announcement being sure to adhere to [these press release guidelines](#). Then submit your press release for approval.



Share on social

What

Use social media to spread the word about new content that you create to drive interest in your Google Cloud Marketplace listing.

Why

Reach customers where they are—whether that's on LinkedIn, Twitter, or another social channel.

Next steps

Check out this [best practices guide](#) for promoting your Marketplace listing on social media.



Customize a listing announcement campaign

What

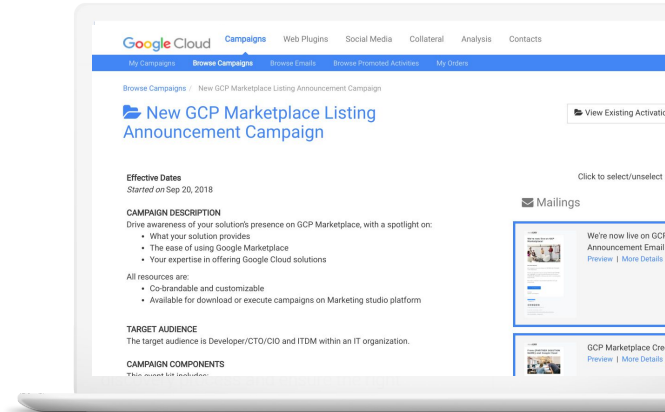
Leverage the Partner Marketing Studio to access a pre-built, customizable Google Cloud Marketplace announcement campaign with suggested email copy, social posts, and web banners.

Why

Drive awareness of your solution's presence on Google Cloud Marketplace and shine a spotlight on your solution and the ease of deployment via Google Cloud Marketplace.

Next steps

Learn more about [Partner Marketing Studio](#), and login to get started. Once signed up, customize the [Google Cloud Marketplace Announcement Campaign](#) to promote your go-live to your customers.



Go-live with a joint-solution landing page



What

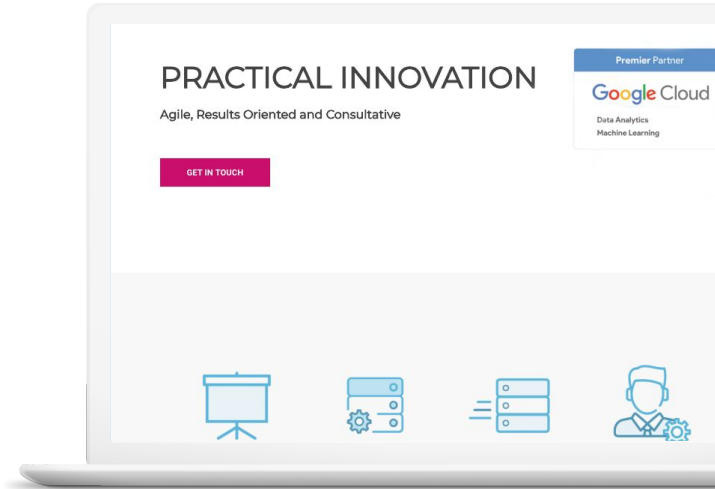
A landing page describes your partnership with Google Cloud and the details of your joint-solution.

Why

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

Next steps

Follow these **best practices for creating a joint-solution landing page** on your website that encourages potential customers to visit your Google Cloud Marketplace listing page. Ensure you align to **Google Cloud brand guidelines** before going live.



Co-brand a joint solution one pager



What

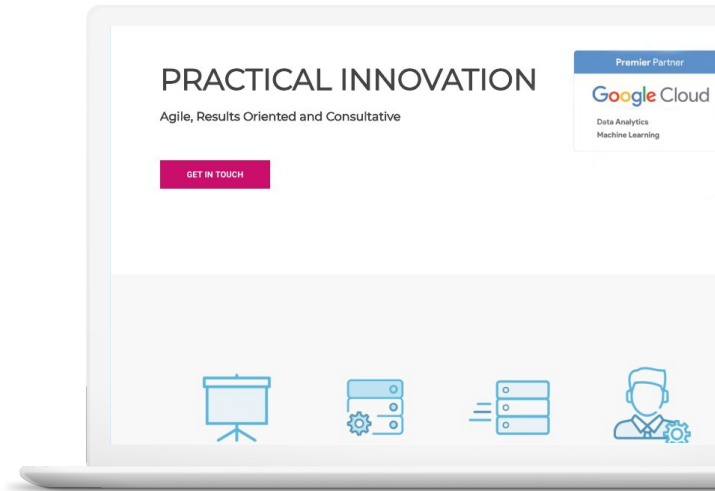
A joint solution one pager describes how our solutions work together and the value of deploying them on the Google Cloud Marketplace.

Why

A joint solution one pager can be used as a gated asset in marketing campaigns, leave behinds at events, and you can link to it from your Marketplace listing to help customers understand the basics of our joint offering.

Next steps

Make a copy of this [Cloud Marketplace template](#) and customize it with information about your company and solution. Then, make sure that you use it in your campaigns, link to it on your Marketplace listing page, and use it to drive top of funnel interest in your solution.



Brand with Marketplace logos and button



What

Co brand with Google Cloud Marketplace to drive traffic to your solution using logos and a button directing customers to your Marketplace listing.

Next steps

View this [branding and logos guide](#) to access Google Cloud Marketplace logos and a button to promote your listing to customers.

Launch now on



Google Cloud Marketplace

Marketplace messaging for partners



What

As you are describing your communications to customers you may want to describe the purpose and goals of Google Cloud Marketplace.

Next steps

View this [messaging document](#) to access approved messaging to use when talking about Google Cloud Marketplace.

Google Cloud Marketplace customers and messaging

Learn how to position Google Cloud Marketplace to the key customer audiences described below and leverage Marketplace messaging to plug directly into your campaigns.

Who uses Marketplace?

Enterprise Procurement Teams



Who uses Marketplace?

IT Decision Makers & Developers





Generate leads with paid search

What

Drive traffic to your listing by running paid search ads directing prospective customers to your Marketplace solution page.

Why

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

Next steps

Refer to the [Google Ads Authorized Ad Copy Guidelines](#) to request permission to run your own paid ads using Google trademarks.

[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

Phase 3: Grow

Optimize your Google Cloud





Offer a free trial of your solution

What

Offer potential customers a chance to use your solution before buying. Trial parameters are set by the trial period (days) and maximum credit (USD).

Why

Offering your customers a chance to try before they buy gives them confidence before committing to a paid solution.

Next steps

For more information on activating a free trial for your solution, [view this guide](#) to learn more about free trials and fill out this [trial form](#) to get started.

*Applicable to VM, Kubernetes and iSaas solutions only



Engage customers with video demos

What

Short video demonstrations—under two minutes—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

Follow these **eight steps for creating an engaging video demo**. Once completed, follow these steps for **adding your video to your Google Cloud Marketplace listing**.

Tips: We recommend up to three videos for three use cases.



Offer Marketplace coupons to prospects and customers

What

Offer your customers and prospects a discount with Marketplace Coupons. All you do is define the coupon value (USD) and expiration date and we'll either give you coupon codes or directly deposit the coupon into the designated organization's billing account.

Why

Marketplace coupons can be used for POCs, digital marketing and webinar CTAs, in-person event leave behinds, and more.

Next steps

Learn about **Google Cloud Marketplace coupons**, how they work, and how you can offer them to your customers. **Learn more about promoting this discount to Google Cloud sellers.**



Generate leads with the 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 Google Cloud 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).



Create a Getting Started Guide for customers

What

A Getting Started Guide can be added to your Marketplace listing and lets your customers see instructions for configuring your solution in their cloud environment.

Next steps

Fill out **this form** to request our team to provide you with a customizable Getting Started Guide template.



Apply for a Partner Expertise

Why

Partner Expertise allows partners to highlight success in product/technology, solution/workload, and/or industry specific work, and is evaluated based on unique requirements for each Expertise and validated customer success stories. Expertise helps customers find partners who can deliver solutions to fit their business needs.

Next steps

Sign into Partner Advantage and navigate to the **Partner Expertise page** to learn more about the **various expertise areas** that are available and to apply.

Phase 4: Promote
Drive traffic to your 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. Learn more about **Google Cloud events** and sponsorship opportunities.



Host a Marketplace Webinar

What

A blend of thought leadership and demand gen, the Google Cloud Marketplace Webinar series gets Marketplace partners in front of prospective customers interested in learning more about their solution.

Why

Use this program to drum up interest in your solution and collect leads from customers who watch your webinar on-demand.

Next steps

Learn more about the **webinar series**, and if you're interested in participating fill out the **host a marketplace webinar form**.



Apply for a guest post on the Google Cloud community

What

The Google Cloud Community provides a space for developers and practitioners to collaborate and learn about architecting their environments on the cloud.

Co-author a guest post highlighting how to deploy your Marketplace listing.

Why

Posting developer facing reference architectures and blogs allow you to establish yourself as a thought leader in the space. Make the most of your post by promoting it in other marketing efforts.

Next steps

View some recent Marketplace partner guest posts and learn more about how **author a guest post.**



Create a partner brief for Google Cloud sales

What

Customize a partner brief, also known as a battlecard, to provide the Google Cloud field with information on your solution, key differentiators, use cases, target market, average deal size, alignment to priority workload and more.

Why

Giving Google Cloud sales the opportunity to learn about your solution allows them the ability to pull you into deals and drive more transactions of your solution in Google Cloud Marketplace.

Next steps

Fill out this **Google Cloud partner brief request form** to request a customizable partner brief template.



Provide a publicly referenceable quote

What

Showcase your partnership with Google Cloud and expose your solution to more customers by providing a publicly referenceable quote about your Google Cloud Marketplace solution.

Why

As your organization is looking to publicly showcase your partnership with Google Cloud, a quote can help Google Cloud customers learn about your solution and the availability of it on Google Cloud Marketplace.

Next steps

Read this [guide on providing public quotes](#) to learn more about the benefits of providing a referenceable quote, how these quotes are used, and how to provide a quote today.



Develop a case study snapshot

What

Customize a slide that includes your company logo, solution category, vertical expertise, alignment to priority workload, and more.

Why

As your organization is looking to publicly showcase your partnership with Google Cloud, a case study snapshot can help Google Cloud customers learn about your solution and the availability of it on Google Cloud Marketplace.

Next steps

Fill out this **case study form** to request a customizable case study snapshot template and release form.



Develop a customer case study

What

A detailed customer case study displays how your solution helped drive successful outcomes for your customers. Submit a case study for Google Cloud to publish or use a pre-built template to create your own.

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 how to create a case study with our pre-built templates, or submit your case study to be considered for Google Cloud publication.

Phase 5: Track

Monitor campaign performance and scale



Leverage the power of campaign analytics

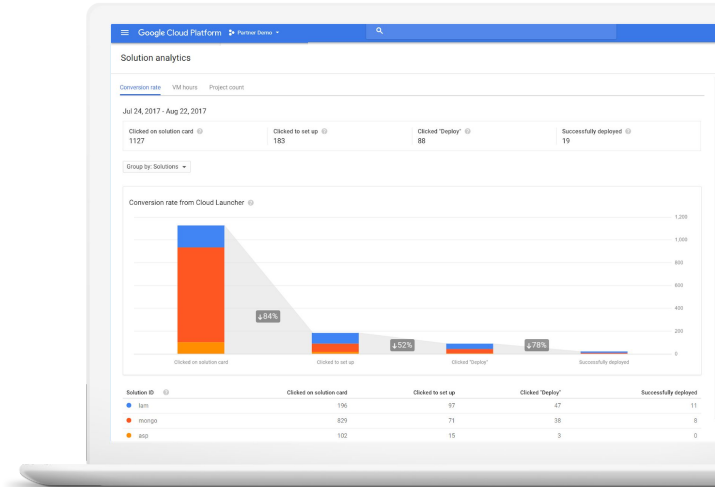


What

The campaign analytics tool in the Partner/Producer Portal gives you the ability to track how many prospects visit your listing page, configure your solution, and deploy it as a result of your marketing efforts.

Next steps

Learn more about [how to leverage campaign analytics](#) to track the success of your marketing efforts.



*Applicable to VM and Kubernetes solutions only



Enable customer insights reporting

What

For customers who are using business accounts, you can get a daily and monthly **Customer Insights report** to show who is using your solution. See your user's company name, solution usage, zip code, and more, once you enable customer insights reports.

Next steps

Enable your reports by following [these instructions](#).

Please note: You will need to be on the latest version of the Google Cloud Marketplace agreement in order to be eligible for this benefit.

*Not currently available for non-commercial Kubernetes apps



Unlock the lead generation report

What

For Virtual Machine solutions, you can get a **lead generation report*** that includes customer's information, such as name, email address, phone number, and so on. You can choose to receive this report daily, weekly, biweekly, or monthly.

Next steps

Fill out this **intake form** to unlock the lead generation report for your VM solution. If you have questions as you are filling out the form, please contact your Business Development Manager.

*Applicable to VM solutions only



Enable the disbursement report

What

Each month Google computes how much customers paid for your solution and what Google owes you. We generate a report to allow you to reconcile the payments you receive from us, and to give you information about how your customers are deploying your solution.

Next steps

Enable your reports by following these [instructions on receiving payments from Google](#).



Thank you.