

Solution Brief

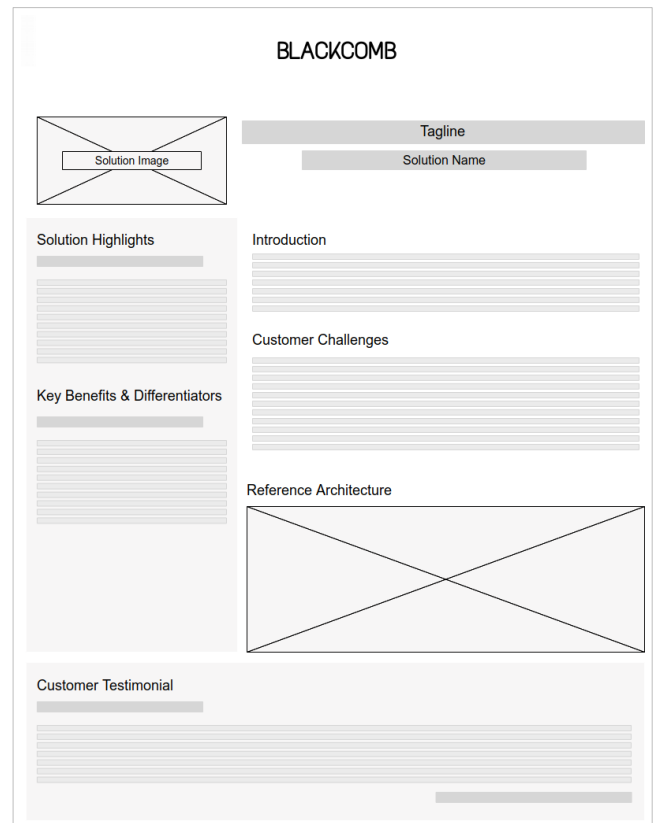
A **solution brief** is a document that defines your offering and its alignment to the cloud journey, its specific use case, and the value to customers. It typically speaks to specific audiences, can include technical diagrams, and is sometimes called a data or product sheet.

Your solution brief should be included in your AWS Marketplace Product Detail Page and on any landing pages that promote your offering.

Messaging

Your solution brief is typically a one or two page PDF. The following messaging elements should be included:

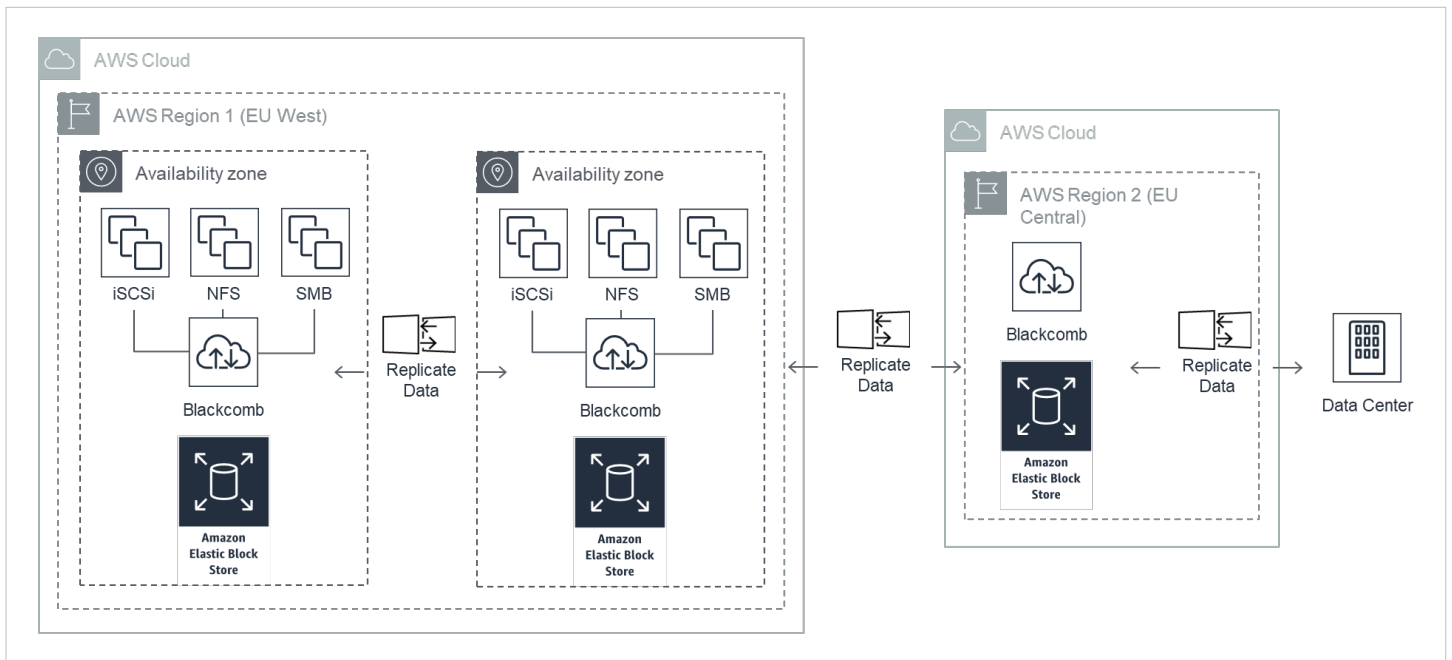
- **Use case:** Include a use case in your brief.
- **Positioning statement:** Introduce your solution.
- **Customer challenges:** Explain customer challenges.
- **Customer outcomes:** Illustrate as takeaways within your brief, supported by the customer challenges and use case.
- **Offering capabilities:** Highlight offering capabilities as supporting points to customer outcomes.



Reference Architecture

A **reference architecture** is a visual depiction of your AWS Marketplace offering and its alignment to AWS' cloud platform. It is used to define the hardware, software, processes, specifications, and configurations utilized in solution deployment, as well as logical components and interrelationships between IT devices and processes within the content of an AWS delivery model.

Include your reference architecture diagram in your landing pages and product detail pages, as it provides details on how your solution aligns to AWS. The following is an example of a reference architecture diagram based on the Blackcomb example.



Messaging

Reference architectures are typically technical diagrams that are not copy-centric. Messages help support the reference architecture, with intro paragraphs and other supporting text.

Seller Landing Page

Sellers landing pages are web pages hosted on your website that promote your offerings in AWS Marketplace. They also provide a connection path for buyers to procure through AWS Marketplace.

The seller's landing page provides awareness and education of your offering, while serving as a destination for campaign engagement. Drive traffic to this landing page from ads and emails, and cross-link from your AWS Marketplace Product Detail Page.

Content on your landing page

Your seller landing page should include the following content:

- **Tagline:** Introduce your seller landing page on your website.
- **Positioning statement:** Provide necessary details and expand on your introductory content.
- **Reference architecture:** Include a diagram or a downloadable link to this content on your page.
- **Solutions brief:** Include details from your solutions brief on this page and a link to download the content.
- **Product demo:** Use a product demo video to provide page viewers with more information about your AWS Marketplace offering.
- **Evidence:** Include at least one piece of evidence within your landing page – either a testimonial or a case study quote with a downloadable link to a full case study.
- **Call-to-action:** Include a call-to-action to learn more and procure your offering on your AWS Marketplace Product Detail Page.

Seller Landing Page

Develop a web page on your company's website that includes the following components and incorporates specific elements of your messaging.



Headline (H1):

60 characters or less, aligns to messaging from ad or email to maintain consistency.

Subheader:

30 characters or less, expands upon the messaging in your headline.

Video or hero image:

Use single focal point, integrate your brand.

Featured content:

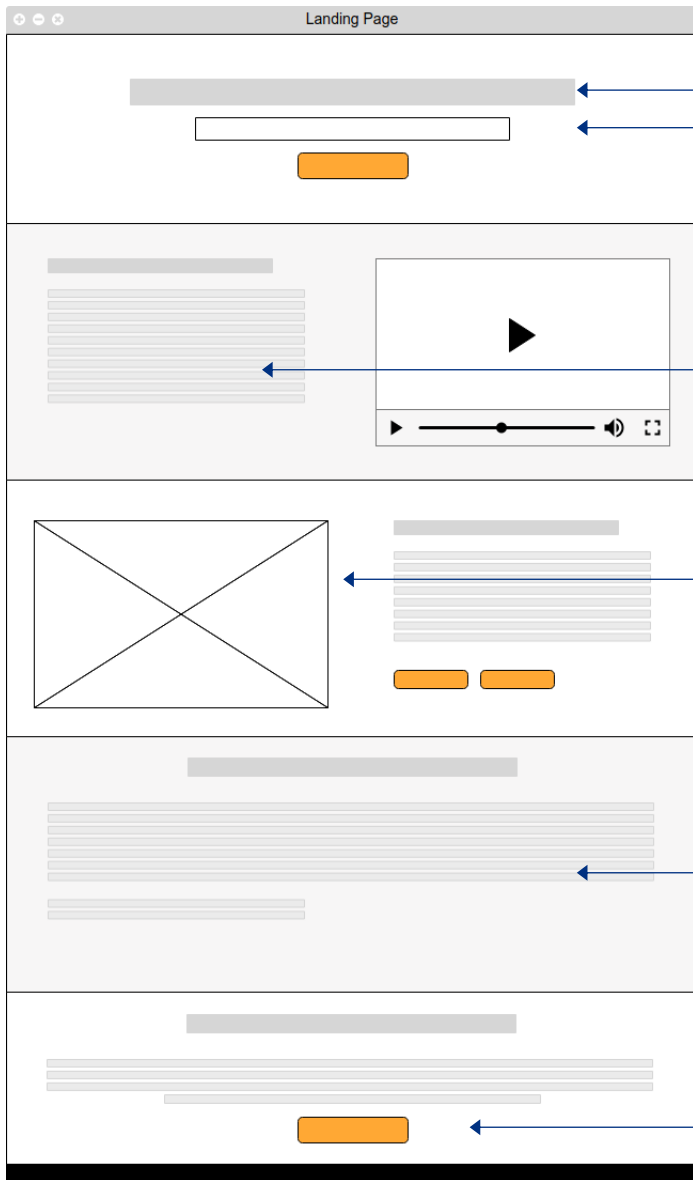
Incorporate trust indicators, social proof, key differentiators, and the like to educate users and support key calls to action.

Call-to-action buttons:

Include action statement.

Seller Landing Page

Utilize your completed messaging exercise to write landing page content that aligns to your offering in AWS Marketplace.



Headline (H1):
Clearly label your offering.

Subheader:
Utilize your tagline here.

Offering intro:
Use your positioning statement to introduce your product demo.

Architecture:
Use the “Your Offering” section from your message to provide details on how your offering works.

Testimonial section:
Use evidence to provide third party support for your offering.

Call-to-action:
Link to your AWS Marketplace Product Detail Page with a compelling call-to-action here.



Seller Landing Page



Headline (H1):

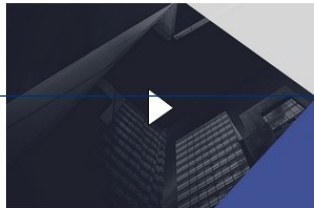
Blackcomb and AWS Marketplace are identified.

Subheader:

Blackcomb's tagline gives the user context here.

What is Blackcomb?

Blackcomb helps organizations migrate Microsoft SQL Databases to the AWS cloud with an enterprise-grade management service to quickly create new storage environments that are scalable, highly available, and optimized for storage tiering. Blackcomb provides operational control with predictive insights to reduce customer database management costs by up to 70%. Blackcomb is available for customers to buy and deploy within minutes in AWS Marketplace and consume and pay for services based on their preferred contract model.



Offering intro:

Blackcomb's positioning statement makes a good introduction to their product on this landing page.

Blackcomb Architecture & Cost

Blackcomb gives users management capabilities to simplify SQL database migration and management in AWS cloud -

1. business continuity with zero-RPO
2. less than 60-second RTO high availability failover and failback processes
3. data protection with cost-effective, consistent, and application-aware snapshots
4. easy and secure data replication, migration, and synchronization with Blackcomb data replication
5. hybrid cloud support, and full integration with RESTful API calls.

Customers can turn Blackcomb on in minutes with the ability to quickly and easily try, buy, and deploy the service through AWS Marketplace with flexible consumption and contract models of AWS-verified, ready-to-run software.

[Download Diagram](#) [Download Solutions Brief](#)

Architecture:

Blackcomb's "Your Offering" section from messaging gives details on how the offering works.

What Our Customers are Saying

"Blackcomb's cloud migration service on AWS Marketplace is the perfect blend of functionality and cost-management for our cloud migration needs. Blackcomb delivers fast performance and gives me a full-stack view of all applications running, and billing is a breeze through our existing AWS S3 environment."

Susan Johnson, Senior Technology Operations Director
Awesome Client Company

Testimonial section:

Use evidence here to provide third party support for your offering.

Get Started With Blackcomb Today

Ready to get started? Move your first application today with simple spin up time in our usage-based pay-as-you-go pricing in AWS Marketplace. Add verified, ready-to-run software on AWS and see how Blackcomb and AWS Marketplace work better together for you.

[Learn More](#)

Call-to-action:

Link to your AWS Marketplace Product Detail Page with a compelling call-to-action here.

Product Detail Page

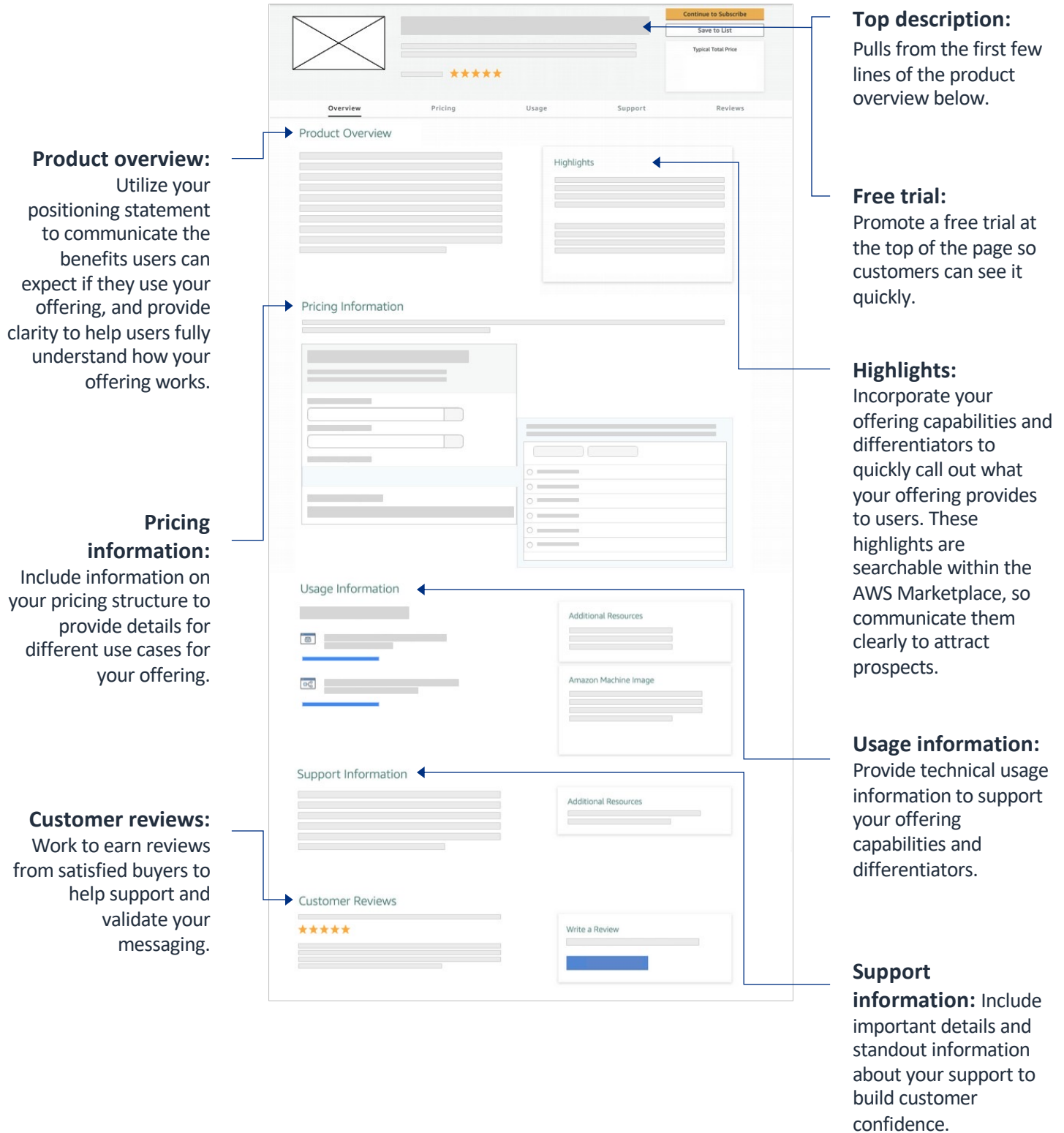
AWS Marketplace Product Detail Pages (PDP) are structured pages hosted within the AWS Marketplace digital catalog. It's critical to align and reinforce key messages in PDPs as they will frequently be leveraged as a core element of your campaign.

How to use your PDP

- **Product awareness:** Use your PDP as an optional destination for educational landing pages or follow-up nurturing emails within awareness campaigns.
- **Demand generation:** Your PDP will be the critical conversion point for your demand generation campaigns. It is commonly an asset and destination in which marketing tactics drive traffic.
- **Webinar/demo presentation:** Use your PDP as a call-to-action offering at the end of your webinar or demo presentation, and as an offer in your follow-up lead nurturing emails.
- **Event promotion:** Use your PDP as a follow-up offer in your lead nurturing emails, post-event.

NOTE: The format of your AWS Marketplace PDP will vary according to your specific pricing and contract model.

Product Detail Page



Product Detail Page

Blackcomb
Sold by: **Blackcomb**

Migrate Windows SQL Database to AWS with reliability, agility, and speed

★★★★★ (3)
Free Trial

[Continue to subscribe](#)

[Save to list](#)

Overview
Pricing
Usage
Support
Reviews

Product Overview

Blackcomb helps organizations migrate Microsoft SQL Databases to the AWS Cloud with an enterprise-grade management service to quickly create new scalable, available storage environments optimized for storage tiering. Blackcomb provides operational control with predictive insights to reduce customer database management costs by up to 70 percent. Blackcomb is available buy and deploy within minutes in AWS Marketplace.

Highlights

- **Agility:** Create new storage environment within minutes and extend storage into AWS Cloud.
- **Flexibility:** Supports flexible configurations including iSCSI, Network File System (NFS), Server Message Block (SMB) and scale without data disruption.
- **Operational Efficiency:** Predictive data analytics, proactive support (active IQ), and workflow management tools to achieve high availability.

Pricing Information

This software is priced along a consumption dimension. Your bill will be determined by the number of hosts you use per hour. Additional taxes or fees may apply

Hosts	Cost
Any Micro, Small or Medium EC2 instance types	\$0.01/host/hour
Any Large EC2 instance types	\$0.03/host/hour
Any Xlarge or larger EC2 instance types	\$0.06/host/hour
Other cloud – 1 Core	\$0.01/host/hour
Other cloud – 2 Core	\$0.03/host/hour
Other cloud – 4+ Core	\$0.06/host/hour
Data Center/Not Cloud	\$0.06/host/hour
Amazon Workspaces	\$0.01/host/hour

Usage Information

Fulfillment Options

Software as a Service (SaaS)
Software as a service is a delivery model for software applications whereby the vendor hosts and operates the application over the Internet. Customers pay for using the software without owning the underlying infrastructure. With SaaS Subscriptions, customers will pay for usage through their AWS bill.

End User License Agreement
By subscribing to this product you agree to terms and conditions outlined in the product
[End User License Agreement \(EULA\)](#)

Support Information

Visit our website for FAQs and other support information.
<http://support.blackcomb.com>

If your request or question cannot be answered on the website, or you'd like further support, please contact us at support@blackcomb.com

AWS Infrastructure
AWS Support is a one-on-one support channel that is staffed 24x7x365 with experienced support engineers. AWS Support offers four support plans: Basic, Developer, Business, and Enterprise. The Basic plan is free of charge and offers support for account and billing questions and service limit increases. The other plans offer an unlimited number of technical support cases with pay-by-the-month pricing and no long-term contracts, providing the level of support that meets your needs. [Learn more](#)

Customer Reviews

"Blackcomb's cloud migration service on AWS Marketplace is the perfect blend of functionality and cost-management for our cloud migration needs. Blackcomb delivers fast performance and gives me a full-stack view of all applications running, and billing is a breeze through our existing AWS S3 environment."

– Susan Johnson, Senior Technology Operations Director, Awesome Client Company

[Leave a Comment](#)
[View Comments](#)

Write a Review

Share your thoughts about this product

[Write Review](#)

Top description:
Provides a clear and concise value prop.

Highlights:
Shows how the solution is adaptable and agile.

Pricing information:
Details the pricing structure for different use cases.

Support information:
Includes information that your customer will need if they require additional support and basic information on AWS infrastructure.

E-book

E-books are PDFs or EPUB files, which typically include topic-driven content specific to an industry, use case, challenge, or solution that allows you to go in-depth on how your offering works. They are most useful for users still in awareness and educational stages of your marketing funnel.

E-books can be included on landing pages or referenced on your AWS Marketplace Product Detail Page. They can also be used for contact and marketing lead generation but will need to be nurtured into sales qualified opportunities (SQOs).

Messaging

Your e-book is a long format piece of content where extensive detail will be discussed:

- **Use case:** Feature a specific customer use case.
- **Target market:** Cater to an audience by focusing on a specific industry, persona, and/or region.
- **Positioning statement:** Reinforce the value of your offering with the positioning statement.
- **Customer challenges:** Detail customer challenges to set up solutions presented in your e-book.
- **Customer outcomes:** Provide customer outcomes as takeaways from your e-book based on customer challenges and evidence.

Whitepapers

Whitepapers are professionally published documents that share research, proprietary studies or surveys, and discuss industry trends.

Include whitepapers as additional information in your product detail pages and landing pages, or gate them to use as lead generation opportunities for marketing accepted leads.

Messaging

Whitepapers are more technical in nature, and will encompass many components from your completed messaging exercise:

- **Use case:** Include in your whitepaper to frame the research or proprietary info you are sharing.
- **Positioning statement:** Leverage as introduction to your research and findings.
- **Customer challenges:** Reference challenges to frame your topic.
- **Customer outcomes:** Highlight value add to buyers.
- **Offering capabilities:** Define customer requirements and showcase solutions.
- **Differentiators:** Apply research to frame the validity of your differentiators.
- **Evidence:** Validate results with quantitative research and proof points.

Infographic

Infographics are typically diagrams of a solution, problem, or research, combining information with data visualization to convey information in an interesting way.

Include links to infographics in AWS Marketplace Product Detail Pages and display them on your landing pages. They could also be used within other marketing content such as blogs or emails.

Messaging

Infographic information will illustrate many possible scenarios, including both technical and functional messages. Align to the following:

- **Customer outcomes:** Highlight outcomes as part of your infographic.
- **Offering capabilities:** Show how these capabilities interact with AWS Cloud infrastructure.
- **Differentiators:** Display supporting differentiators using graphics, statistics, and images.
- **Evidence:** Provide case study results or other customer use case results that show use, cost, or other metrics could be utilized within an infographic.

Blogs

Leverage **blogs** to showcase industry expertise and insight, and to promote assets such as whitepapers and e-books. Buyers will be drawn to your content through organic search during early information gathering around challenges and solutions.

A blog's primary function is to demonstrate thought leadership and promote content, such as e-books, whitepapers, infographics, landing pages, and other conversion-focused marketing collateral. Blogs can be linked to from other pieces of content.

Messaging

Blogs vary greatly between individual articles. You can write an entire blog about one specific customer challenge or customer outcome, or write a post detailing why a specific differentiator makes your offering stand out from the competition.

When a blog post is supporting a specific whitepaper, e-book, infographic, or other piece of content, it should utilize the same messaging elements that you used to inform the content within those assets.

Analyst reports

Analyst reports are frequently created by organizations such as Gartner, Forrester, and other leading consulting and technical review organizations. Leverage key messages and evidence aggregated through Module 1: Message Development as part of your analyst submission/review process.

When published in an analyst report, be sure to highlight it in your AWS Marketplace Product Detail Page, seller landing page, and within other marketing content.

Messaging

Analyst reports are generally very technical and capabilities-focused, leverage components from your messaging to promote the report in your marketing efforts.

- **Customer outcomes:** Highlight outcomes when promoting the analyst report can be effective to help users connect your offering to a favorable outcome.
- **Offering capabilities:** Showcase capabilities that are highlighted within reports.
- **Differentiators:** Utilize when a report mentions a specific differentiator that you can claim.

Webinars

A **webinar** is an online presentation (recorded or live) that allows you to provide greater details on specific topic or demonstrate capabilities, such as an offering feature, case study, research study, or other relevant content.

Messaging

Webinar topics vary extensively; align elements from your completed messaging exercise into the showcased story:

- **Use case:** Support your offering's relevancy by discussing its use case.
- **Target market:** Target webinar registration to specific industries or personas.
- **Positioning statement:** Close webinars with a strong call-to-action and link to your offering.
- **Customer challenges:** Discuss specific challenges faced by buyers.
- **Customer outcomes:** Highlight positive outcomes and align to webinar content.
- **Offering capabilities:** Showcase features and technology benefits.
- **Evidence:** Validate customer impact by showcasing quantitative success.

Webinars

Pre-webinar planning and promotion

- Begin promoting your webinar at least four weeks in advance of the presentation date.
- Email your existing database with an invitation to attend the presentation. Segment according to product users and leads who have yet to convert. Ask your current users to share the invitation with others in their field.
- Leverage digital ads and email campaigns to drive traffic to your landing page promoting your webinar.
- Showcase the webinar details on campaign landing pages, and your website.

Webinar presentation

- Make your webinar actionable – don't overwhelm your audience with content that they can't use, that is derivative, or easily found elsewhere. Keep it succinct – try to keep the content to 30-60 minutes in length.
- Provide feature-based content should provide feature-based content – promote detailed “how-tos,” timely news or features-based content, research studies, or similarly unique content that the intended audience can't find elsewhere.
- Make room in your webinar for questions and be sure to interact with attendees.
- Close your webinar with a strong call-to-action for a product trial, whitepaper, or other offering that will keep the user engaged with your marketing activities.

Post webinar follow-up

- Upload webinar registration and attendee lists into your CRM system (ex: Salesforce).
- Follow up with leads within 48 hours with digital nurture emails.
- Leverage trial offers (free trials, demos), as buyer incentives.

Marketing events

Marketing events are in-person opportunities to connect with buyers in a captive setting. Marketing events assume many shapes: national and regional industry conferences, roundtables, focus groups, advisory boards, focus groups, user groups, industry networking, customer appreciation, and more.

Messaging

Events leverage key messages across a number of materials: event promotion strategies, booth graphics including printed and digital signage, supporting presentations, digital and printed hand-outs, video development, and post event nurturing.

Align relevant messages to the strategy and focus of your marketing event and supporting materials:

- **Use case:** Demonstrate within event materials, including videos and presentations.
- **Target market:** Tailor your event experience around the audience.
- **Positioning statement:** Provide introductory content for prospects who interact with your presentation space or booth.
- **Customer challenges:** Utilize customer challenges to attract potential customers.

Marketing events

Leveraging digital strategies for marketing event success

Marketing events are in-person and/or digital experiences that connect sellers with buyers in a captive setting. Marketing events assume many shapes: national and regional industry conferences, roundtables, focus groups, advisory boards, user groups, industry networking, customer appreciation, webinars, and more.

AWS Marketplace recognizes the criticality of marketing events and the role they offer as key, interaction points with buyers. Events offer unique opportunities to drive awareness, showcase announcements, generate demand, and close opportunities.

In an effort to maximize ROI on event investments, AWS Marketplace recommends incorporating digital campaigns and tactics to enhance and amplify your marketing event experience for lead generation purposes, specifically around:

- Pre-event promotion.
- Event day promotion.
- Post-event follow-up and nurturing.

Leverage similar promotional assets and channels for marketing events, just as you do for other campaign types. Define your business goals, target market, use cases, and event themes, then select a marketing campaign strategy to promote your event.

Marketing events

Pre-event planning and promotion

- Define your theme and customer use cases to inform your target audience how your offering can achieve customer outcomes.
- Promote events and drive attendance through digital channels.
- Leverage customer offers such as free subject matter expert (SME) consultations and trials that can be delivered at the event. This will identify potential buyers and maximize event face-to-face interactions with a value-add experience.

Event day promotion

- Set up short presentations at the booth on focused use cases.
- Have your technical and business SMEs talk to buyers on solutions and AWS Marketplace offerings.
- Leverage foundational level 2 assets and content during your event (e-books, infographics, videos, whitepapers, digital signage).

Post-event follow-up

- Upload event registration and attendee lists into your CRM system (ex: Salesforce).
- Follow up with leads within 48 hours with digital nurture emails.
- Provide trial offers as buyer incentives.