

The Salesforce logo, consisting of the word "salesforce" in a white, lowercase, sans-serif font, enclosed within a blue, cloud-like shape.

# The AppExchange Marketing Program (AMP)

Promotions for Q3 (August '18-October '18) &  
Q4 (November '18-January '19)

[ampteam@salesforce.com](mailto:ampteam@salesforce.com)

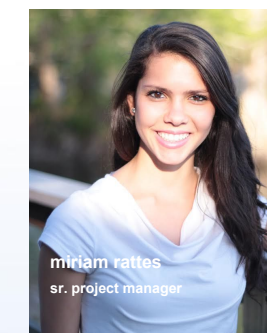
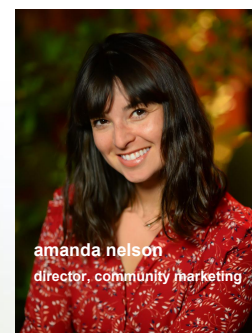
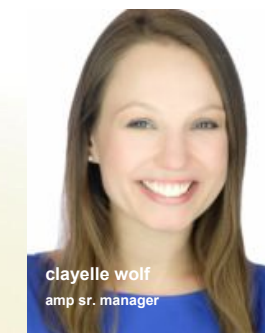
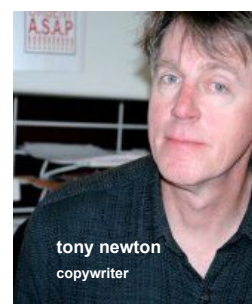
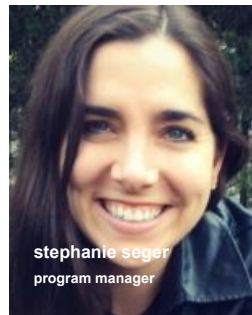
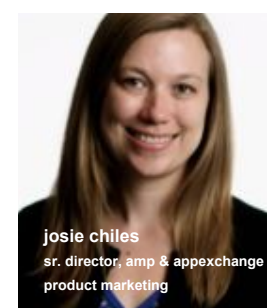
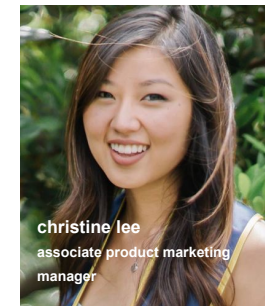


# The AppExchange Marketing Program

The AppExchange Marketing Program (or AMP, for short) is one of many resources available to Salesforce ISV partners.

We are a paid, co-marketing program to help grow your business and create co-branded content with Salesforce.

AMP specializes in promotions where AppExchange is the needed bridge to reach Salesforce customers and influencers. We are here (well, to the right) as an extension of Salesforce Corporate Marketing. Nice to e-meet you!





# Partnership Makes All the Difference



“A world-class customer experience is MapAnything’s priority, so partnering with teams such as AMP helps grow our business. We carefully select AMP programs which complement and strengthen our ongoing marketing strategies. From featuring our joint customers to increasing listing performance, it’s been a successful partnership.”



Amanda McDonell

Director of Alliances  
MapAnything



# AMP Requirements & Participation

## What is required to promote a listing?

- A live, public AppExchange listing
- ISV revenue-sharing agreement
- Price specified (cannot be listed as “free” or “contact us for pricing”)
- Adherence to branding guidelines ([bit.ly/brandingforpartners](https://bit.ly/brandingforpartners))

## How long is the AMP commitment?

Partners choose promotions quarter by quarter (three months at a time). There is no recurring commitment.

## What is needed from the partner team?

It depends on your promotion(s), but the AMP team aims to take care of as much of the heavy lifting as possible. Partners provide inputs like interviews, logo files, and copy approval, but no production or execution is needed from you regardless of what you choose!

A few weeks before your promotions are scheduled to start, we share a few listing recommendations via Chatter, and we rely on partners to implement these best practices.



# AMP Timeline



## How often are new AMP promotions available?

The AMP team releases new co-marketing opportunities in six-month intervals. Promotions are available for Salesforce Q1/Q2 (February-July) and new ones again for Q3/Q4 (August-January). Promotions are made available every six months. However, partners choose their participation by the quarter (sign up to be notified when new promotions are available and for other AMP news at [bit.ly/ampnews](http://bit.ly/ampnews)).

Please see below to determine which quarter is best to apply for depending on the date. For example, if you're reading about AMP promotions in late September, we would recommend applying for Q4 to ensure ample time for kickoff (more details on the application process next).

## Do promotions run all quarter?

AMP promotions are designed to be executed during the three months of the selected quarter. However, this timeline hinges on partner inputs and approvals. Depending on the promotion chosen, co-marketing could start on day one and go for three months straight or benefits could drop on specific days within the quarter.



# AMP Kickoff & Billing



## **When do we start preparing for upcoming AMP promotions?**

We typically kick off the month before quarter start and execute one quarter at a time. Our team will be in touch with all action items and deadlines at this time. All collaboration is done through a private Chatter group that the AMP team creates and invites you to.

## **Does AMP guarantee that competitors won't be in the same promotion? Can you share who is participating in a certain promotion?**

AppExchange.com is an open ecosystem, and given this, our team does not exclude competitors from any promotion. To respect partner privacy, we don't share other companies' investment choices before kickoff.

## **When do you invoice?**

We invoice once per quarter during the first two weeks of the first month. All partners, for all promotions, are invoiced at the same time.

## **If I'm planning a year out, can you share what promotions will be available then?**

While we only release AMP promotions six months at a time, we try not to make drastic changes within a fiscal year since we know sometimes planning is done earlier than that. The current AMP overview can be used as a guide for budget allocations in future quarters.



# How to Apply for AMP



## Important!

Completing an AMP application is a commitment and indicates that budget is approved. If you are requesting more information or looking for recommendations, please review the video at [p.force.com/amp](https://p.force.com/amp) then email [ampteam@salesforce.com](mailto:ampteam@salesforce.com).

## Is there a deadline to apply for AMP?

Minus the first two weeks or so after new promotions are released every six months, AMP acceptance is on a first come, first served basis. There are a fixed number of spots available for each promotion and the AMP program overall, so while there is no official deadline, we recommend applying for AMP promotions as soon as you have approval. This is both to avoid promotions selling out and also to prepare beforehand. We can sometimes accept a partner right before or after quarter start, but the sooner the better is your best bet.

## How do I know which promotions are sold out?

Please submit an application at [go.appexchange.com/FY19Q3Q4](https://go.appexchange.com/FY19Q3Q4), and our team will be in touch shortly regarding availability and acceptance.

## How many listings can I feature in an AMP promotion?

One listing may be featured per promotion. You may do the same promotion multiple times for a different listing each time.



# AMP Q3 & Q4 Promotions (everything listed is available both quarters)\*



\* Dreamforce Community Reach is the only exception and is not available in Q4.

	Promotion	Price	Page
New to AppExchange	Product Demo	\$10K	12
	Intro to AMP	\$7.5K	13
Awareness Promotions	Salesforce Customer Awareness	\$5K	16
	Category Promotion	\$5K	18
	Salesforce Internal Awareness	\$7.5K	20
	AppExchange Mavericks	\$10K	22
	Industry Promotion	\$12K	24
	Dreamforce Community Reach (sponsorship required)*	\$20K	26
	Pilot: Joint Storytelling	\$18K	29
Boost Listing Traffic	A la Carte Email Feature	\$2K	31
	Home Page Feature	\$10K	33
	Paid Media Lead Nurture	\$30K	36
Lead Generation	App Talks	\$15K	40
	The Exchange	\$30K	42







# Where to Start: Navigating AMP Promotions by Goal

The following sections of this FY19 Q3 & Q4 AMP overview walk through the details of each promotion available, grouped by what your company would like to achieve.

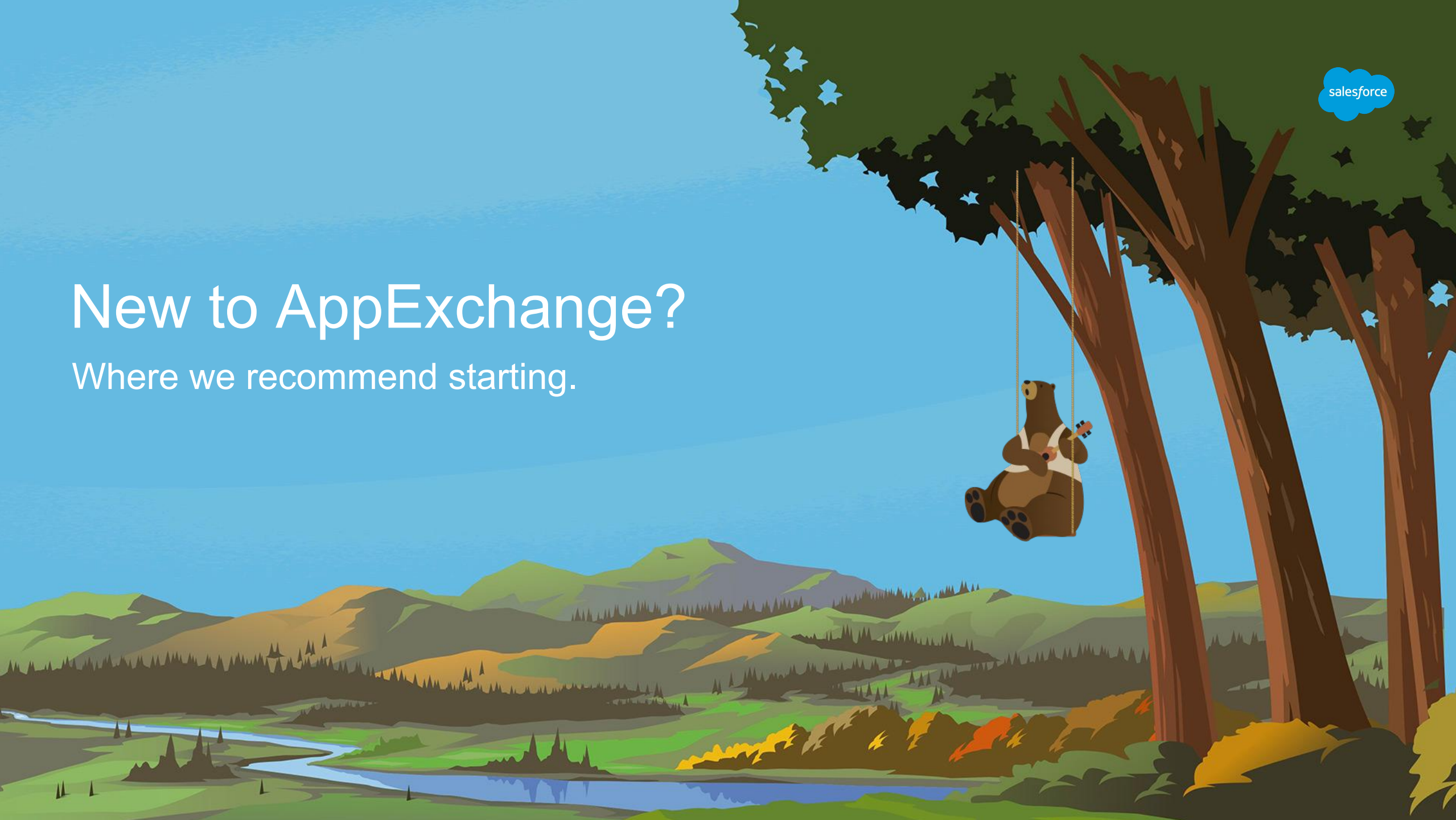
We invite you to navigate to the section that's best for you.

Goals	Page
<a href="#">New to AppExchange? Where we recommend starting.</a>	10
<a href="#">Awareness Promotions</a>	15
<a href="#">Boost Listing Traffic</a>	30
<a href="#">Lead Generation</a>	39



# New to AppExchange?

Where we recommend starting.



# Before You Promote ...

## What We See Many Partners Do

- **Publishing Console:** For promotions with traffic and lead generation goals, the AMP team provides a monthly reporting recap with extra visuals to map listing performance to AMP promotions. We use many of the same metrics available in your Publishing Console, and these can/should be accessed at any time. Your Publishing Console is also the place to make updates to your listing.
- Before you do any co-marketing to your listing, make sure you have a **gated product demo video** (see the next page).
- Tips to optimize your AppExchange listing: [bit.ly/appxlisting](https://bit.ly/appxlisting)
- Power Hour Webinar for partners (weekly): [p.force.com/powerhour](https://p.force.com/powerhour)
- Partner Roadmap Webinar (monthly): [p.force.com/roadmap](https://p.force.com/roadmap)
- Market, Sell, & Distribute (resources for partners): [p.force.com/apptoolkit](https://p.force.com/apptoolkit)





# Product Demo

*Every listing should have a great gated demo before anything else. AMP can create an affordable, co-branded product demo leveraging all Salesforce best practices. Best part, you don't have to think about it!*

**Promotion:** Product Demo

**Price:** \$10K

**Duration:** Produced during the quarter selected

**This promotion includes:**

- 1:20 product demo video
- 15-second video teaser

## AMP Product Demo Examples:

- Example 1: [bit.ly/ampdemo1](http://bit.ly/ampdemo1)
- Example 2: [bit.ly/ampdemo2](http://bit.ly/ampdemo2)
- Example 3: [bit.ly/ampdemo3](http://bit.ly/ampdemo3)
- Example 4: [bit.ly/ampdemo4](http://bit.ly/ampdemo4)





# Intro to AMP

*Give your listing some TLC, then test two AMP promotions for a traffic boost.*

**Promotion:** Intro to AMP

**Price:** \$7.5K

**Goal:** Traffic

**Duration:** Benefits drop at different points throughout the quarter selected

**What metrics could we expect?\***

30% lift in traffic during home page feature

Opt-in email list of 70K

.25% average email CTOR

**This promotion includes:**

- One-hour listing optimization with the AMP team
  - Scheduled before the other features run
  - A deep-dive personal consult and workshoping session
- Two weeks rotating on AppExchange.com
  - See page 33.
  - Note: The AMP team will schedule these two weeks. Please let us know if you have a preference on time during the quarter in your AMP application.
- Solution featured in one AppExchange email
  - See page 31.
  - The AMP team will pick your feature. If you have a preference on type of email and time during quarter, please let us know in your AMP application.

\* This is a guide, not a guarantee.



# Make the Most of Content

“We look for every opportunity to promote our partnership with Salesforce and drive demand through content. With AMP, we’ll take an AppExchange email, a recording, or a mention in an asset and use it to generate awareness by sharing with prospects, nurture leads, and arm our reps with proof points. It’s a great way to continue the story without having to create new content.”



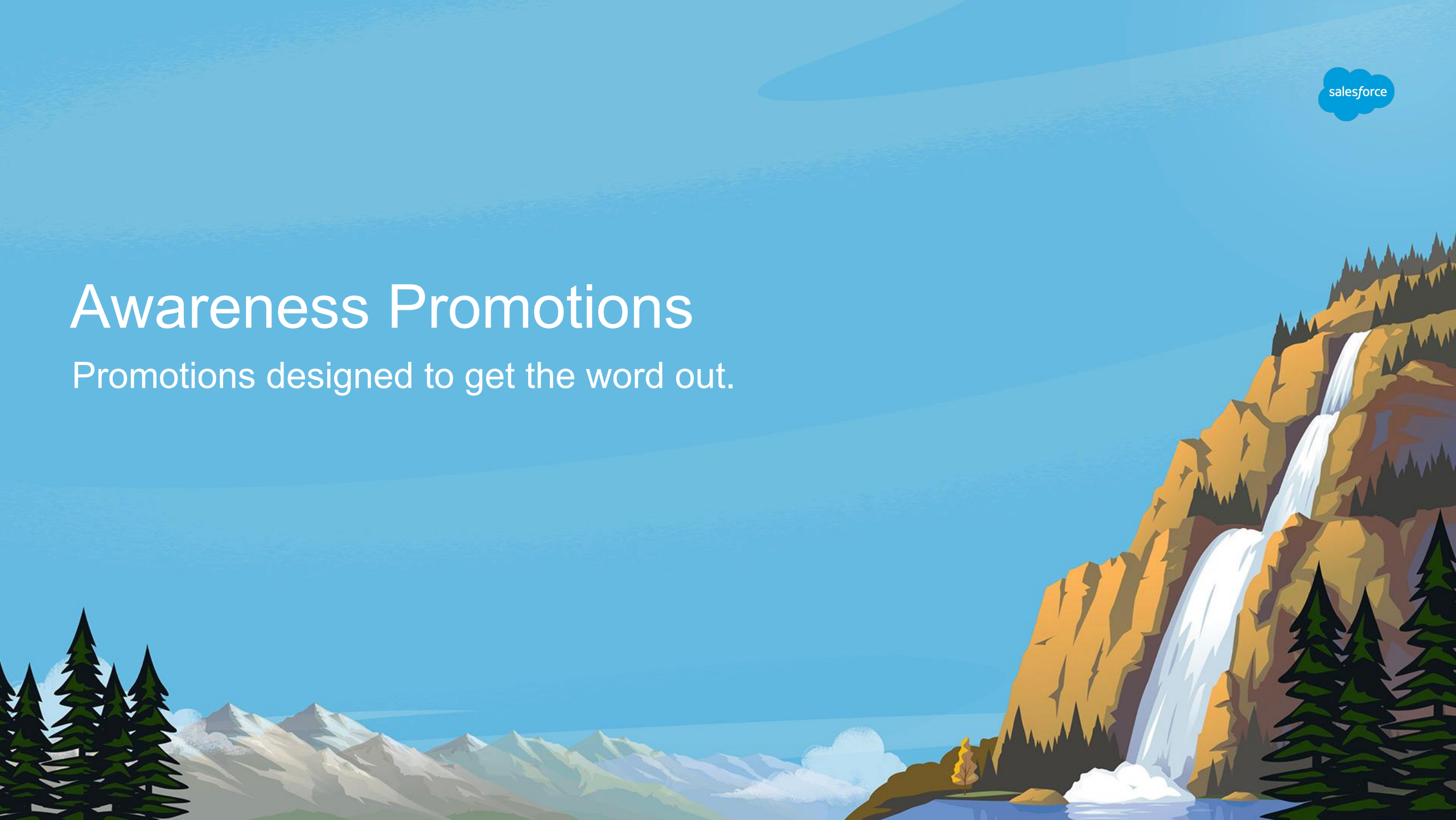
Lisa Parker

VP of Marketing  
Prolifiq



# Awareness Promotions

Promotions designed to get the word out.





# Salesforce Customer Awareness

*Get the word out about your listing with budget to spare.*

**Promotion:**

Salesforce Customer Awareness

**Price:** \$5K

**Goal:** Awareness

**Duration:** Benefits drop at different points throughout the quarter selected

**What metrics could we expect?\***

220K social following

33K SlideShare views

900 person Trailblazer Community audience

\* This is a guide, not a guarantee.

**Important:** An approved customer story is required to participate in this promotion.

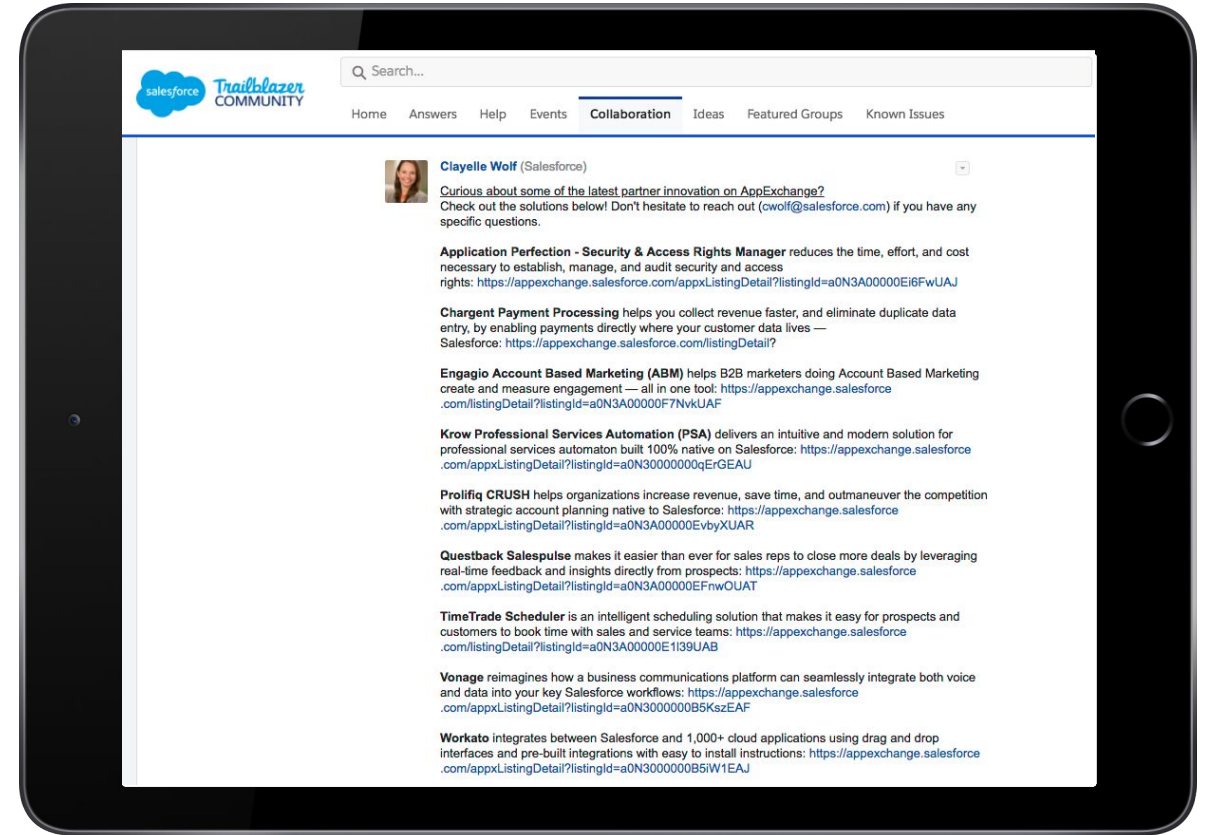
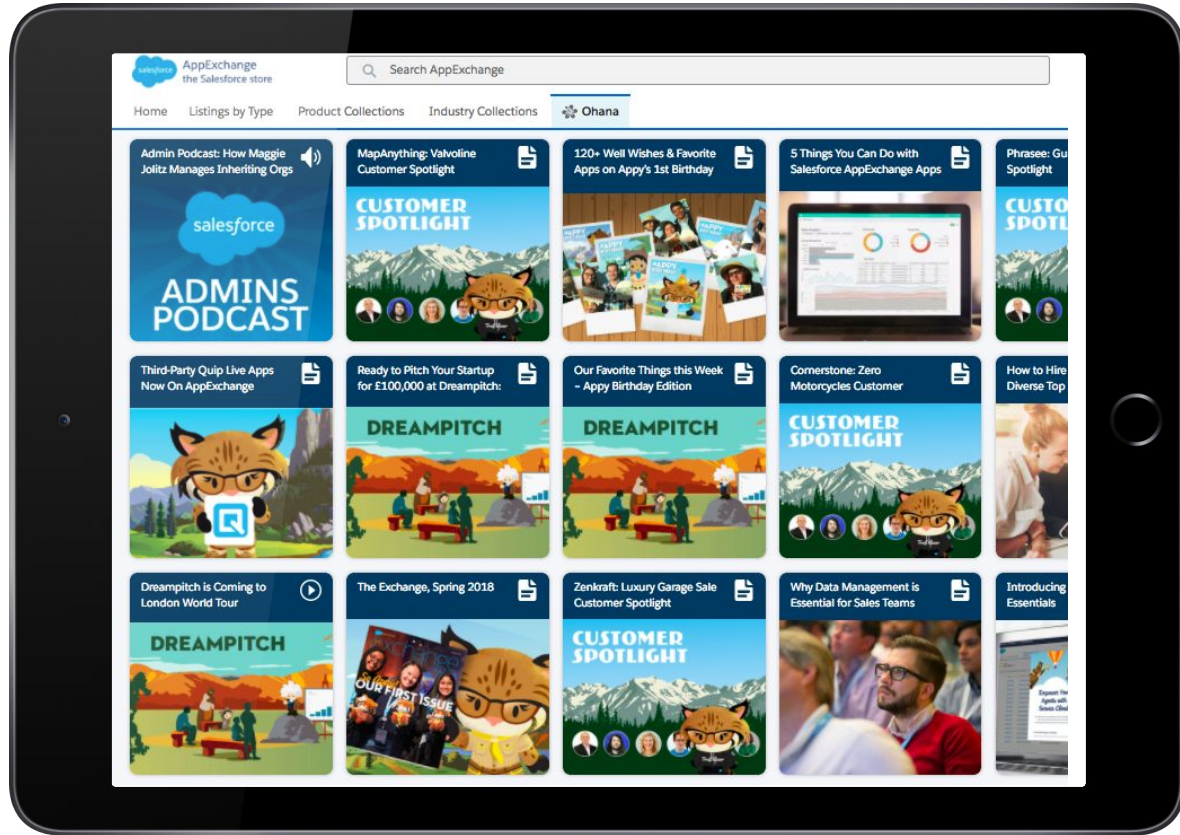
**This promotion includes:**

- Priority publishing of a Customer Spotlight
  - A Customer Spotlight is a co-branded, one-page customer story to use as you wish indefinitely.
  - Examples: [bit.ly/appxspotlights](https://bit.ly/appxspotlights)
  - AppExchange promotes via social and hosts on AppExchange.com under [Content](#).
  - Promotion example: [bit.ly/spotlightpromo](https://bit.ly/spotlightpromo)
  - The partner is responsible for sourcing a customer to feature.
- Solution featured in one AppExchange blog post
  - Post will feature a partner's Customer Spotlight (see above).
  - Blog post hosted on AppExchange.com under [Content](#).
  - Example: [bit.ly/customerpost](https://bit.ly/customerpost)
- Customer review in The Exchange (AppExchange's quarterly digital magazine)
  - The review is chosen from your listing by the AMP team.
  - See examples on page 20 at [bit.ly/magspring17](https://bit.ly/magspring17).
- Solution featured in [Salesforce Trailblazer Community](#) post
  - This is written and posted by the AMP team based off your listing.





# How It Looks: Customer Awareness Features



Customer Spotlights on AppExchange.com

Trailblazer Community Post



# Category Promotion

*Guarantee that your solution is in the top row every time a customer comes to an AppExchange.com category page for an entire quarter.*

**Promotion:**

Category Promotion

**Price:** \$5K

**Goal:** Awareness

**Duration:**

Entire quarter selected (three months)

**Important:** The category specified on your listing must match the AMP category promotion chosen for the duration of the quarter. Your category can be changed by logging a ticket in the Partner Community. A listing may be tagged with one category so partners may participate in one AMP category promotion at a time.

- Your solution will be featured in the top row of an AppExchange.com category page 100% of the time for an entire quarter (three months).
- Available categories (each option linked to the category page):

- [Sales](#)
- [Customer Service](#)
- [Marketing](#)
- [IT & Administration](#)
- [Human Resources](#)
- [Finance](#)
- [ERP](#)
- [Collaboration](#)
- [Analytics](#)



# Top Row Category Page Feature: Where is it?



AppExchange the Salesforce store

Search AppExchange

Home Listings by Type Product Collections Industry Collections Ohana

App Categories ALL APPS Customer Service 328 Apps • Sorted By Popularity

Reset Apply Filters

Prices

- Free
- Paid
- Discounted for Nonprofits

Editions

- Essentials
- Professional
- Enterprise
- Unlimited
- Performance
- Force.com
- Developer

Ratings

- ★★★★★
- ★★★★★
- ★★★★★
- ★★★★★
- ★★★★★
- Unrated

Languages

- Dutch
- English
- Finnish
- French
- German

Deliver landmark customer service.

Extend the power of your customer service team with apps from AppExchange. Support every customer with ease. Anytime. Anywhere.

Featured Customer Service Apps

- SurveyMonkey**  
Enrich salesforce data with survey feedback  
Watch Video  
Trusted by 99% of the Fortune 500  
★★★★★ PAID
- getfeedback**  
Surveys for Salesforce  
NPS  
★★★★★ PAID
- conga Sign**  
CREATE, DELIVER, AUTOMATE AND TRACK  
TRY IT FREE  
★★★★★ PAID
- DigitalGenius**  
Support Brilliance.  
Add a layer of Artificial Intelligence to your Contact Center to Empower Customer Service excellence.  
Learn More  
★★★★★ PAID

Most Popular

- RingCentral**
- 360 SMS App



# Salesforce Internal Awareness

*Get your solution in front of Salesforce AEs and SEs through AMP.*

## Promotion:

Salesforce Internal Awareness

**Price:** \$7.5K

**Goal:** Awareness

**Duration:** Your SE Demo Jam will take place on **October 19, 2018, at 9:00am PDT for Q3 or December 14, 2018, at 9:00am PDT for Q4**. The Chatter post happens within two weeks of those dates.

The kiosk display will run every day for the entire quarter selected.

## What metrics could we expect?\*

200+ SE Demo Jam audience

1,500 SE Chatter audience

\* This is a guide, not a guarantee.

## This promotion includes:

- The opportunity to participate in a Demo Jam for a global Salesforce solution engineer (SE) audience
  - Demo Jams are a game show-style webinar to demo your solution live in three minutes or less. See recordings of past Demo Jams at [appdemojam.com](http://appdemojam.com).
  - SE Demo Jam dates are fixed and will be **October 19, 2018, at 9:00am PDT for Q3 and December 14, 2018, at 9:00am PDT for Q4**.
  - The winner receives a trophy to display as you wish!
  - No more than six partners will participate in each SE Demo Jam.
- Your solution and sales point of contact featured in a one-page overview posted to the SE's private internal Chatter group
  - Partners and the AMP team do not have access to this group. Our SE counterparts share this on behalf of AppExchange.
- Solution featured in kiosk slide show at cafe at Salesforce headquarters
  - Even rotation 24/7 for the entire quarter (three months)
  - The cafe is in Salesforce West, the building where the majority of our San Francisco-based core sales teams sit.
  - The value prop on your slide will be geared toward an AE audience.
  - The slide CTA will be to join a partner's Salesforce internal Chatter group. If you don't have one, now is a good time to talk to your PAM!

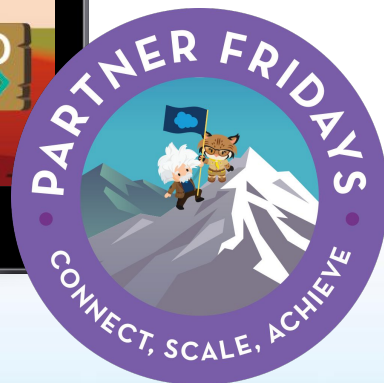




# How It Looks: Salesforce Internal Promotions



Chatter One Pager Example



Salesforce West Cafe Kiosk



# AppExchange Mavericks

*A co-branded interview with your executive and a Salesforce customer plus paid media to drive video watches. The video is yours forever to use as you wish.*



**Promotion:** AppExchange Mavericks

**Price:** \$10K

**Goal:** Awareness

**Duration:**

Video production kicks off at the start of the quarter, and we aim to complete within the same quarter (three months), pending the speed of partner approvals. Promotion runs for about four weeks after the video is complete.

**What metrics could we expect?\***

40K+ YouTube views

220K social following

**This promotion includes:**

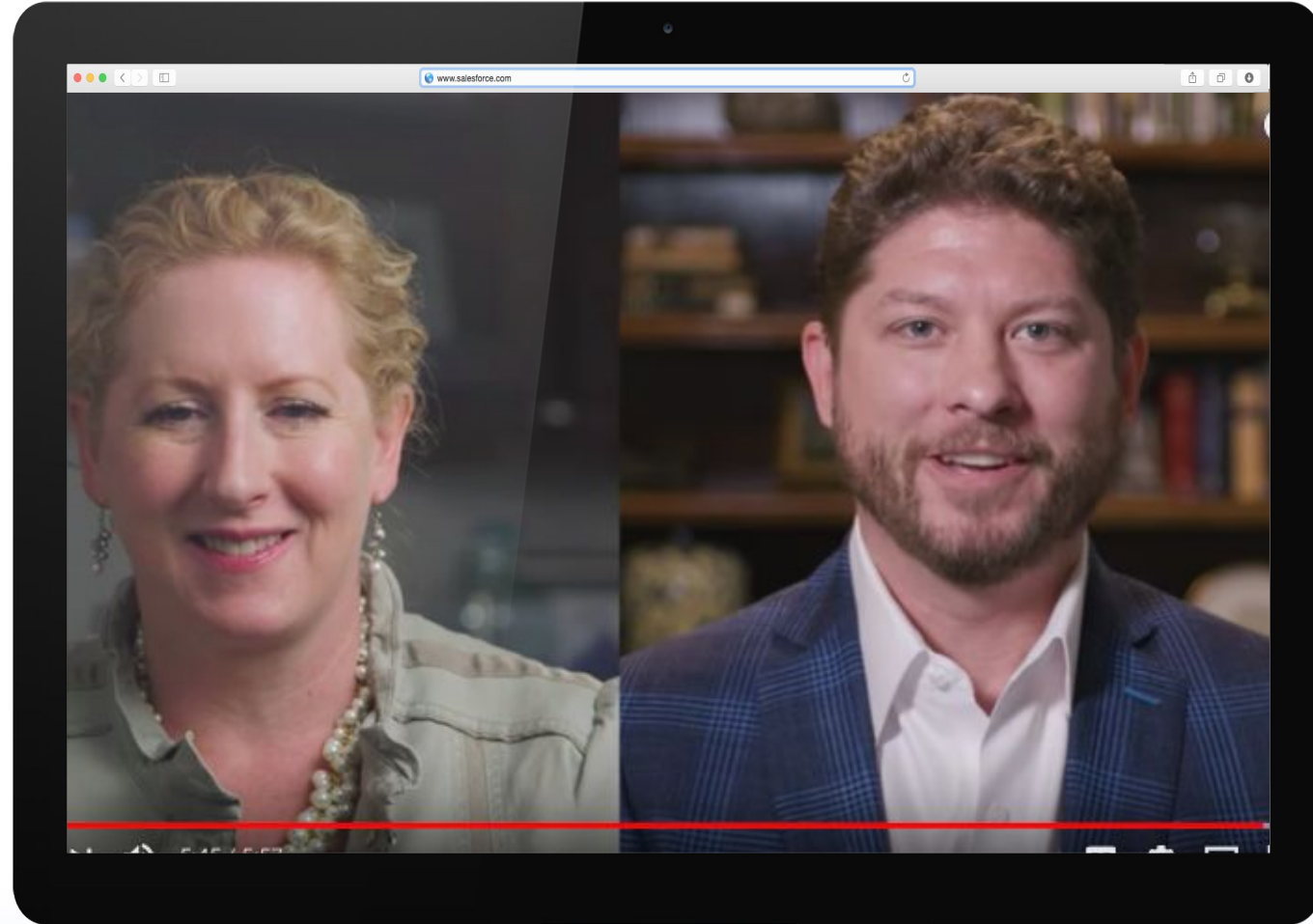
- Creation of a Salesforce co-branded interview with a thought leader from your company
  - Scripted, filmed, and produced by the AMP team
  - All filming is done remotely (no travel required).
  - See AppExchange Mavericks examples at [bit.ly/appmavs](https://bit.ly/appmavs).
- Your executive interviewed by a Salesforce customer
  - These are customers actively involved in the AppExchange community so a great networking opportunity!
- Paid and organic promotion of the AppExchange Mavericks video to Salesforce customers and AppExchange community influencers
  - Specific audience targeting determined by input docs filled out at the start of the quarter

\* This is a guide, not a guarantee.





# How It Looks: AppExchange Mavericks Videos



AppExchange Mavericks Video Example



# Industry Promotion

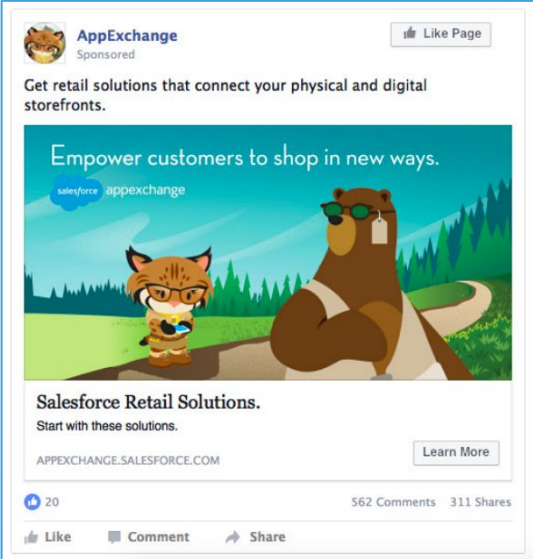
*Guarantee that your solution is in the top row every time a customer comes to an AppExchange.com industry page for an entire quarter—plus paid promotion for additional awareness.*

**Promotion:** Industry Promotion

**Price:** \$12K

**Goal:** Awareness

**Duration:** Entire quarter selected (three months)



Industry Paid Media example

**Important:** To participate in an AMP industry promotion, that industry must be tagged on your listing for the duration of the quarter. Your industries can be changed by logging a ticket in the Partner Community. A listing may be tagged with up to two industries so partners may participate in two AMP industry promotions at a time.

**This promotion includes:**

- Your solution will be featured in the top row of an AppExchange.com industry page 100% of the time for an entire quarter (three months).
- Solution featured in one industry-themed AppExchange blog post (live indefinitely)
  - Blog post hosted on AppExchange.com under [Content](#). Example: [bit.ly/industrypost](http://bit.ly/industrypost)
- Paid media to generate awareness for the specific industry page (example to the left)

Available industries (each option linked to the industry page):

- [Manufacturing](#)
- [Retail](#)
- [HLS](#)
- [FinServ](#)





# Top Row Industry Page Feature: Where is it?



AppExchange the Salesforce store

Search AppExchange

Home Listings by Type Product Collections **Industry Collections** Ohana

## Healthcare & Life Sciences

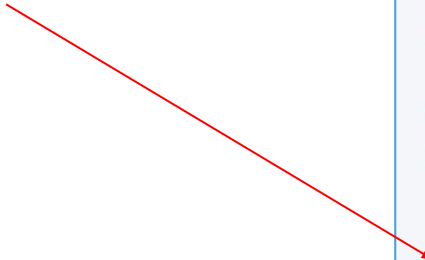
**Mountains of connected patient data.**  
Transform patient care with healthcare solutions. Connect conversations, devices, processes, services, and patient healthcare data in a whole new way.

Featured Apps for Healthcare & Life Sciences

<p><b>conga</b> Contracts<sup>SM</sup> Accelerate and simplify your contract negotiations WATCH DEMO CONGA CONTRACTS   REDUCE RISK ★★★★★ PAID APP</p>	<p><b>DELL</b> Boomi AtomSphere DELL BOOMI ATOMSHERE - THE ★★★★★ PAID APP</p>	<p><b>salesforce</b> health cloud SALESFORCE HEALTH CLOUD ★★★★★ PAID APP</p>	<p>DocuSign<sup>SM</sup> Sign. Send. Manage. TRY IT FREE DOCUSIGN FOR SALESFORCE (E-SIG ★★★★★ PAID APP</p>	<p><b>Own</b>{backup} Backup and recovery for your data, metadata, and attachments. WATCH A DEMO OWNBACKUP FOR SALESFORCE ★★★★★ PAID APP</p>
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Most Popular

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# Dreamforce Community Reach (sponsorship required)



*Put your logo on display onsite and online, and let us take event branding off your plate.*

**Important:** A confirmed Dreamforce sponsorship is required to participate in this AMP promotion.

## Promotion:

Dreamforce Community Reach

**Price:** \$20K

**Goal:** Awareness

**Duration:** Social promotions start a few weeks before Dreamforce. Then promotion at the event (September 25-27).

## What metrics could we expect?\*

220K social following

15 AppExchange sessions

500 invitations sent, 200 breakfast attendees

25 Street Team members over four full days

100 customer prizes

12 Demo Jam hosts at Dreamforce

\* This is a guide, not a guarantee.

## Pre-event awareness:

- Solution featured in an AppExchange blog post to announce Dreamforce. Example post here [bit.ly/DF17post](http://bit.ly/DF17post).
- You will have some special Appy swag to give away! (See first “At Dreamforce” bullet.) AMP will promote this ahead of time using your company’s social handles.
  - See a tweet example from last year [bit.ly/appybobblehead](http://bit.ly/appybobblehead).
- Mentions in AppExchange teaser tweets for the Demo Jam ties, Street Team, and Breakfast (see below). Use the hashtag #appyness to join the conversation!

## At Dreamforce:

- Logo printed on “Appy-sized” shirt
  - The [Appy](#) plush doll is getting a limited edition Dreamforce shirt that’s just her size! You get 100 to give away (we ship them to you before Dreamforce). Only partners participating in this promotion will have this swag.
- Logo included in the deck used for all AppExchange Dreamforce sessions
- Logo featured on AppExchange Dreamforce Breakfast 1) print invitations, 2) coffee sleeves, and 3) Snapchat filter for the event
  - The AppExchange Dreamforce Breakfast is a private event held the Thursday morning of Dreamforce honoring [Salesforce Customer MVPs](#) and other AppExchange evangelists. See last year’s breakfast here [bit.ly/appxbreakfast](http://bit.ly/appxbreakfast).
  - We can accommodate up to two attendees per participating partner. Please let us know if you would like to attend.
- Invitation to be a member of the Dreamforce ’18 AppExchange Street Team (one individual per participating partner)
  - [What’s our Street Team?](#) Throughout Dreamforce, the Street Team gives away prizes to customers for answering AppExchange questions. See a previous Street Team here [bit.ly/streetteam16](http://bit.ly/streetteam16).
- Logo printed on AppExchange Street Team customer prizes
- Logo printed on Demo Jam host ties
  - [What are the Dreamforce Demo Jams?](#) Check out last year’s here [bit.ly/DF17demojams](http://bit.ly/DF17demojams).





# How It Looks: Dreamforce Branding



2017 AppExchange Session Slide Example



2017 AppExchange Street Team



Demo Jam Host Ties (this time with logos!)



Appy Plush Doll



2017 AppExchange Breakfast Invitation

# More Reach Without More Resources



“Dreamforce is a huge event; it's hard to get noticed. AMP gives us a boost—getting our logo out there, in particular to Salesforce admins. Marketing is all about momentum, and the AMP team is really good at finding ways to make sure we're visible without us needing to use our own internal resources.”



Neil Crawford

Co-Founder  
NC2 Distribution Engine







# Pilot: Joint Storytelling

*Get tight alignment with the AppExchange message and enjoy economies of scale by joining forces with two other partners to promote.*

## Promotion:

Joint Storytelling

**Price:** \$18K

## Duration:

Banner and landing page creation happen during first month of quarter. Paid media launches within the second month of the quarter and will run for roughly six weeks.

**Goal:** Awareness



## This promotion includes:

- Your company's logo featured in a paid media banner alongside AppExchange and up to two other participating partners
- Banner ads served to Salesforce customers and prospects by the AMP team
  - Specific audience targeting determined by input docs filled out at the start of the quarter
- Banners drive traffic to a custom co-branded landing page
  - Landing page is built by the AMP team.
  - Page will include a graphic that clicks through to your listing.
  - Page theme is the power of Partners + Salesforce.



Co-branded Banner Ad Example

# Boost Listing Traffic

Listing traffic can convert into leads (Get it Now, Watch Demo, or Test Drive) and can also help your listing popularity.

The Salesforce logo, consisting of the word "salesforce" in white lowercase letters inside a blue cloud-like shape.

salesforce

# How do a la carte email features work?

1. One-time features in an AppExchange newsletter send are available a la carte for \$2K each. You may apply for up to three email features per quarter. Email features must be purchased with another AMP promotion and cannot be sent independently.
2. AppExchange has three newsletters: the Weekly Digest, Monthly Digest, and Monthly Direct. In selecting an a la carte email(s) feature, your solution will be featured in one of these three newsletters. Examples are on the next page.
3. Each newsletter is sent to the same email list—70K in size and comprised of Salesforce customers who have opted in to receive AppExchange communications. You can sign up yourself at [bit.ly/appynews](https://bit.ly/appynews). This is not a guarantee, but the historical CTOR average is .25%, and we've seen anywhere between 25 to 70 clicks to each individual listing per send.
4. The differences between the three emails are template and send date. Performance is essentially the same. We provide number of sends, unique opens, and open rate for all emails as well as clicks and CTOR for the Monthly Digest and Monthly Direct. Please note that we track email metrics two weeks after the send date. You can always monitor your Publishing Console for real-time metrics.
5. Once your AMP participation is confirmed, our team schedules your feature and chooses the newsletter and send date based on timing of your other promotions and goals. We will automatically pick your feature(s). However, if you have a preference on type of email and time during quarter, please let us know in your AMP application.



# How It Looks: A la Carte Email Features

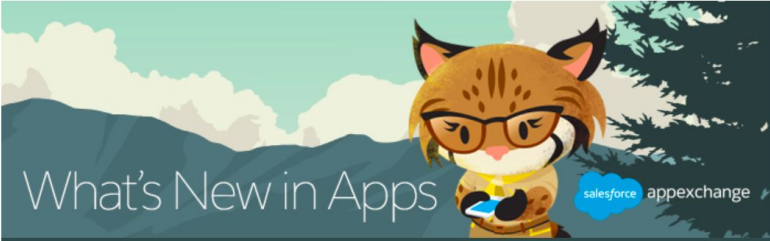


AMP placements say “featured.”

New Week, More New AppExchange Apps Inbox x

Salesforce AppExchange <email@mail.salesforce.com> 11:31 AM (1 minute ago) ☆ ↶ ↷  
to me

APRIL 16, 2018





### What's New in Apps

Appy's tip of the week  
You're invited to an epic, action-packed Demo Jam this Thursday at 10am PT / 1pm ET. 4+ apps, 3 minutes each, 1 winner. [Register now.](#)

#### Featured Apps

Here's a selection of featured apps for you to check out.

-  **DocuCollab Contract Management - Modern Contract lifecycle management (CLM)** by DocuCollab  
DocuCollab contract management increases deal velocity, accelerates revenue and saves 40% labor. Automate and accelerate end-to-end contract... [READ MORE >](#)
-  **Sage Business Cloud Financials, manage company finances in the Salesforce Cloud** by Sage  
Sage Business Cloud Financials is built on Salesforce giving you complete control of your business, from sales to financials to banking.... [READ MORE >](#)


#### New Apps

Have you seen the latest? Take a look at these brand new apps designed to change the way your work.

Weekly Digest




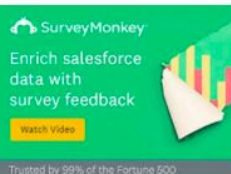
Celebrate Earth Day with 6 Earth-Shattering Apps Inbox x

Salesforce AppExchange <email@mail.salesforce.com> 2:01 PM (25 minutes ago) ☆ ↶ ↷  
to me



April showers are good for flowers and our 6 apps are good for your business.


FEATURED APPS


 <b>Professional Services Automation (PSA)</b> <b>krow</b> PROJECT MANAGEMENT APPS >	 <b>Own{backup}</b> Backup and recovery for your data, metadata, and attachments. <a href="#">WATCH A DEMO &gt;</a> IT MANAGEMENT APPS >
 <b>sumo SCHEDULER</b> Online scheduling built native on Salesforce. <a href="#">WATCH A DEMO</a> PRODUCTIVITY APPS >	 <b>SurveyMonkey</b> Enrich salesforce data with survey feedback <a href="#">Watch Video</a> Trusted by 99% of the Fortune 500. SURVEY APPS >

Monthly Direct


Appy Turns 1 — Join the Celebration! Inbox x

Salesforce AppExchange <email@mail.salesforce.com> 10:02 AM (3 minutes ago) ☆ ↶ ↷  
to me

salesforce appexchange 






## March



Hi, it's me, Appy, and this month I'm turning 1! For my birthday, I asked all my friends to share their favorite apps so that I can share it with all of you. See the apps they're loving and join in on the paw-ty by sharing yours for a chance to win 1 of 100 Appy plush dolls.

[JOIN THE CELEBRATION >](#)

#### This Month's Featured Apps:

-  **Accounting Seed automates your back office.**  
Efficiently manage your finances across the entire business cycle — from accounting and inventory control to marketing and sales. [LEARN MORE >](#)
-  **Engagio helps land and expand target accounts at scale.**  
Create and measure engagement in your target accounts in one tool. Build an account foundation, personalize outreach, and analyze success. [LEARN MORE >](#)
-  **OwnBackup protects data from accidental loss and corruption.**  
Get secure, enterprise-level data and metadata protection with backup, compare, recovery, management, and replication — at any level of granularity. [LEARN MORE >](#)

Monthly Digest





# Home Page Feature

*Your listing tile is on the AppExchange.com home page, in front of every customer who comes to the site, for a full month. A tried-and-true way to make a splash with AMP.*

**Promotion:** Home Page Feature

**Price:** \$10K

**Goal:** Traffic

**Duration:**

One month out of the quarter selected

**What metrics could we expect?\***

30% increase in listing traffic

\* This is a guide, not a guarantee.

**This promotion includes:**

Your solution will be displayed in the “Featured Apps to Know” section (or some similar placement) of the AppExchange.com home page for a full month.\* Please note on your AMP application if you have a preference on month during the quarter; otherwise, the AMP team will determine the timing.

No more than 16 listings (eight per row) will be featured at the same time.

Your listing will be in random rotation, showing 50% of the time. This is equal exposure to the other listings in rotation.

*\* Disclosure: AppExchange.com site design is fluid so we are unable to specify exact placement location.*



# Home Page Feature: Where is it?



AppExchange the Salesforce store

Search AppExchange

Log In

Home Listings by Type Product Collections Industry Collections Ohana

Blaze Your Trail with Apps

FREE APPS View more >

ANALYTICS APPS View more >

FINANCE APPS View more >

POPULAR APPS View more >

Wow. Your very own personalized recommendations. That's Appy's birthday present to you.

LOG IN TO SEE IT

Favorite Apps from Appy's Birthday See More >

120+ Well Wishes & Favorite Apps on Appy's 1st Birthday

TRAIL TRACKER - BY TRAILHEAD

CLEAN YOUR ROOM! DASHBOARD

Field Trip™

How often are your fields populated?

Qandor™

FIELD TRIP

Featured Apps to Know View More >

Nintex DocGen for Salesforce

Take a test drive today! >>>

NINTEX DOCUMENT GENERATION | APP

DYNAMIC DOCUMENTS PRESENTATIONS AND REPORTS

TRY IT FREE

CONGA COMPOSER | DOCUMENT GENERATION | APP

DOCOMOTION

AUTOMATE YOUR DOCUMENT GENERATION

TRY IT FREE

DOCOMOTION | DOCUMENT GENERATION | APP

B2B commerce native on Salesforce

CloudCraze has joined the Salesforce family!

LEARN MORE >

CLOUDCRAZE COMMERCE ON SALE | APP

Engagio

Account Based Marketing

Create and Measure Engagement at Target Accounts

Learn More

ENGAGIO ACCOUNT BASED MARKETING | APP

TASKRAY

100% Native

TASKRAY PROJECT MANAGEMENT | APP

sumo SCHEDULER

Online scheduling built native on Salesforce.

WATCH A DEMO

SUMO SCHEDULER - ONLINE APPointments | APP

InGenius

SCREEN POP

CLICK-TO-CALL

CALL LOGGING

INGENIUS OPEN CTI: LIGHTNING, C | APP

**Disclosure:**

This is current state.

AppExchange.com site design is fluid so we are unable to specify exact placement location.

# Home Page Lift



“An AppExchange.com home page feature is one of our AMP favorites and a promotion we keep coming back to. For our business, we’ve found it to be a smart investment to generate clicks to our listing.”



CEO  
Accounting Seed





# Paid Media Lead Nurture

*Salesforce branded paid media designed specifically for your solution and targeted at Salesforce customers and prospects to drive traffic directly to your listing.*

**Promotion:** Paid Media Lead Nurture

**Price:** \$30K

**Goal:** Traffic

**Duration:**

Email send, blog post feature, and paid media banner creation happen during first month of quarter. Paid media launches within the second month of the quarter and will run for roughly four weeks after.

**What metrics could we expect?\***

100%+ increase in listing traffic

**This promotion includes:**

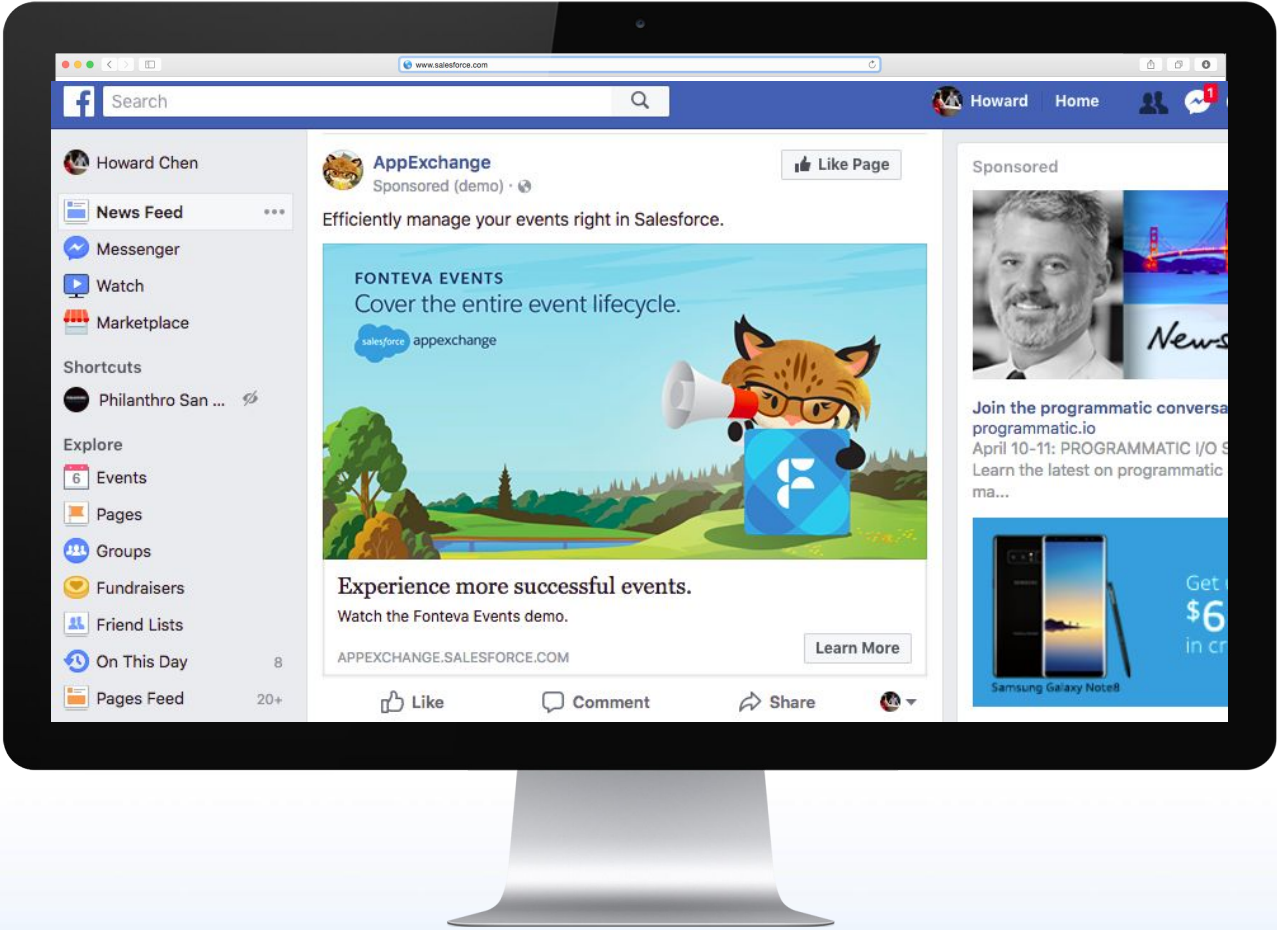
- Solution featured in one AppExchange email
  - See page 31.
  - The AMP team will pick your feature so the send date is at the start of the quarter (to audience build for paid media after).
- Solution featured in one AppExchange blog post (live indefinitely)
  - Blog post hosted on AppExchange.com under [Content](#)
  - Example: [bit.ly/appxpost](https://bit.ly/appxpost)
- Paid media served to Salesforce customers and prospects
  - Your company featured in a paid media banner alongside AppExchange
  - Ad click-through link is your AppExchange listing
  - Creative and delivery executed by the AMP team
  - Specific audience targeting determined by an input docs filled out at the start of the quarter

\* This is a guide, not a guarantee.

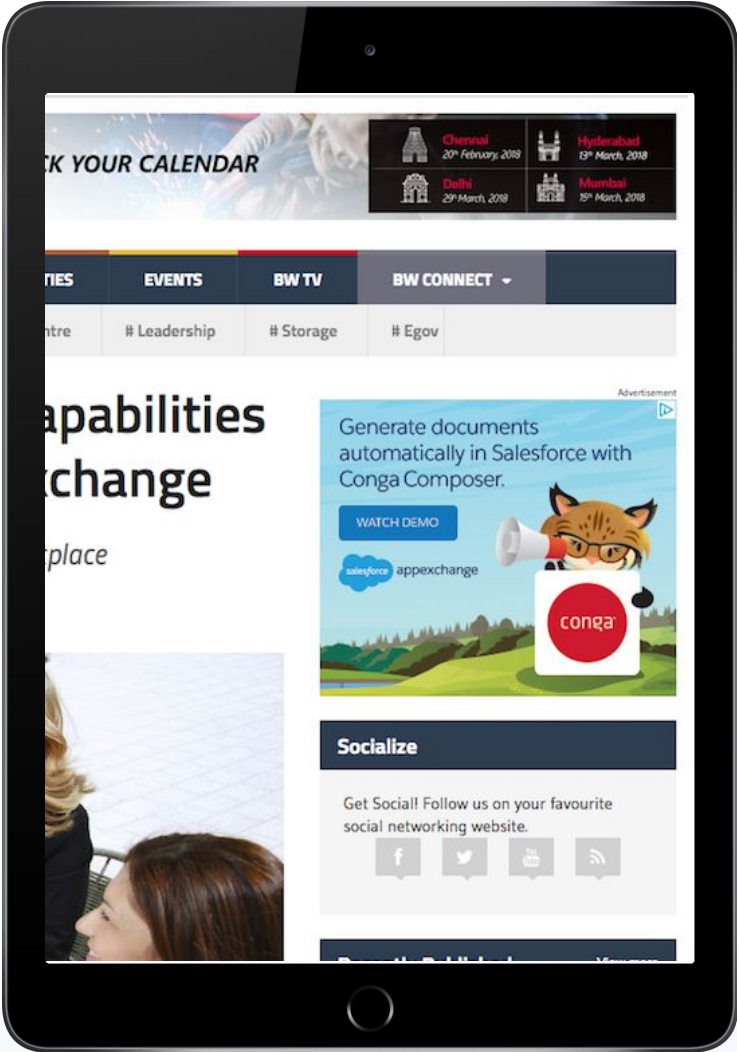




# How It Looks: Personalized Paid Media



Partner Paid Media Example



Partner Paid Media Example

# Reaching Customers with Paid Media



“With a native solution, reaching Salesforce customers is a top priority for Fonteva, and AMP paid media is one way we generate quality leads. In addition to our own marketing efforts, AMP uniquely lets us target key customer audiences that we wouldn’t be able to do otherwise. We’re also very pleased to see influenced opportunities with each quarterly investment.”



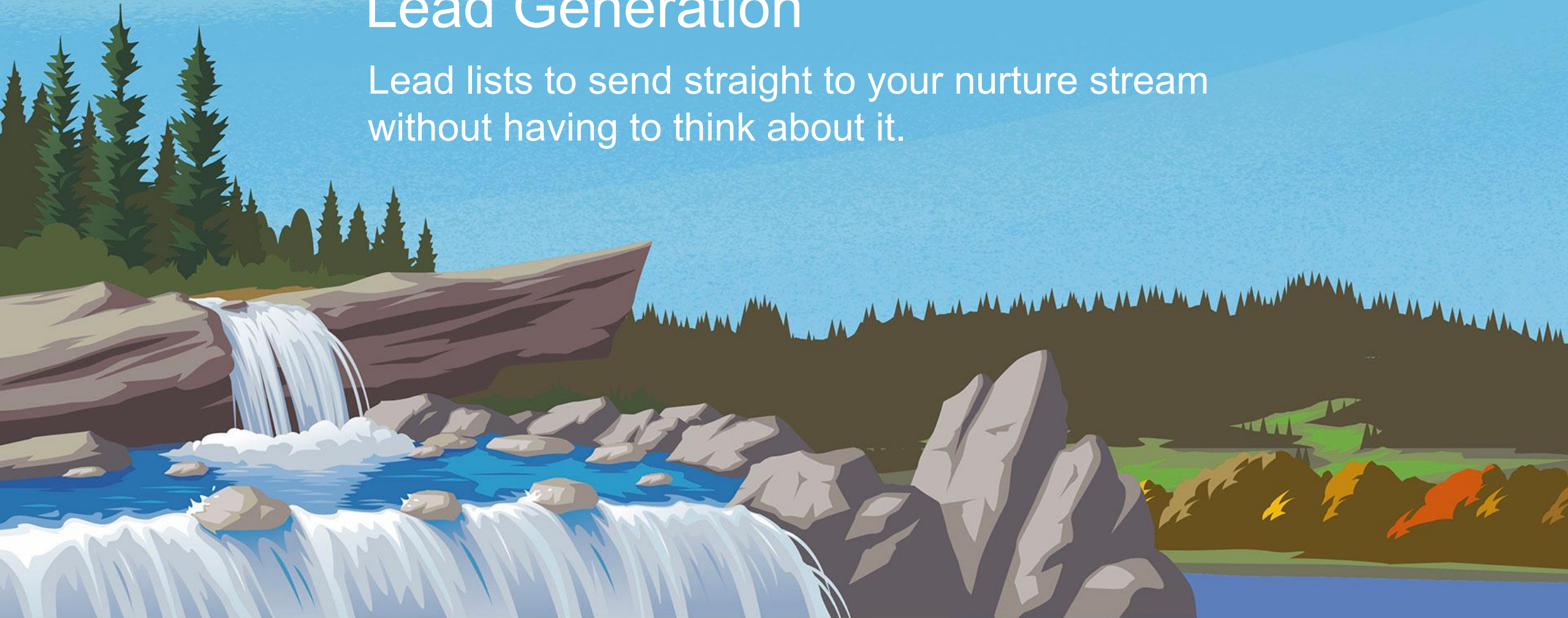
SVP, Marketing  
Fonteva





# Lead Generation

Lead lists to send straight to your nurture stream without having to think about it.





# App Talks

*A co-branded joint customer interview that's your asset forever to use as you wish. Partners can either gate the video for a starter batch of leads or promote ungated for awareness.*



**Promotion:** App Talks

**Price:** \$15K

**Goal:** Leads

*Note: Your App Talks can be left ungated and promoted for awareness if you prefer.*

## **Duration:**

Video production kicks off at the start of the quarter, and we aim to complete within the same quarter (three months), pending the speed of partner approvals. Promotion runs for about 30 days after the video is complete.

## **What metrics could we expect?\***

40+ passed leads **OR** 35K YouTube views

220K social following

## **This promotion includes:**

- Creation of a Salesforce co-branded customer testimonial interview
  - Scripted, filmed, and produced by the AMP team
  - Can be done in San Francisco, New York, or on the road by request
  - Partner is responsible for sourcing the customer speaker.
  - See App Talks examples at [bit.ly/apptalks](https://bit.ly/apptalks).
- Paid and organic promotion of App Talks video to Salesforce customers and AppExchange community influencers
  - Specific audience targeting determined by input docs filled out at the start of the quarter

**Important:** Each participating partner must pick one method of promoting their App Talks:

- Lead Generation: Video temporarily gated on a salesforce.com landing page for lead capture
  - All opt-in leads from promotion are shared with the partner.
  - The video is only gated during the time of paid promotion (about four weeks). After AMP promotion is complete, the partner may promote however they wish indefinitely.

\* This is a guide, not a guarantee.

- Awareness: The AMP team runs paid media to drive App Talks views on YouTube.



# How It Looks: App Talks



App Talks Video Example (in studio)



App Talks Video Example (onsite)

# The Exchange

*A large amount of AMP-generated leads (from a co-branded content piece) for nurture so your team can focus on closing.*

**Promotion:** The Exchange

**Price:** \$30K

**Goal:** Leads

**What metrics could we expect?\***

300+ leads

220K social exposure

\* This is a guide, not a guarantee.

**This promotion includes:**

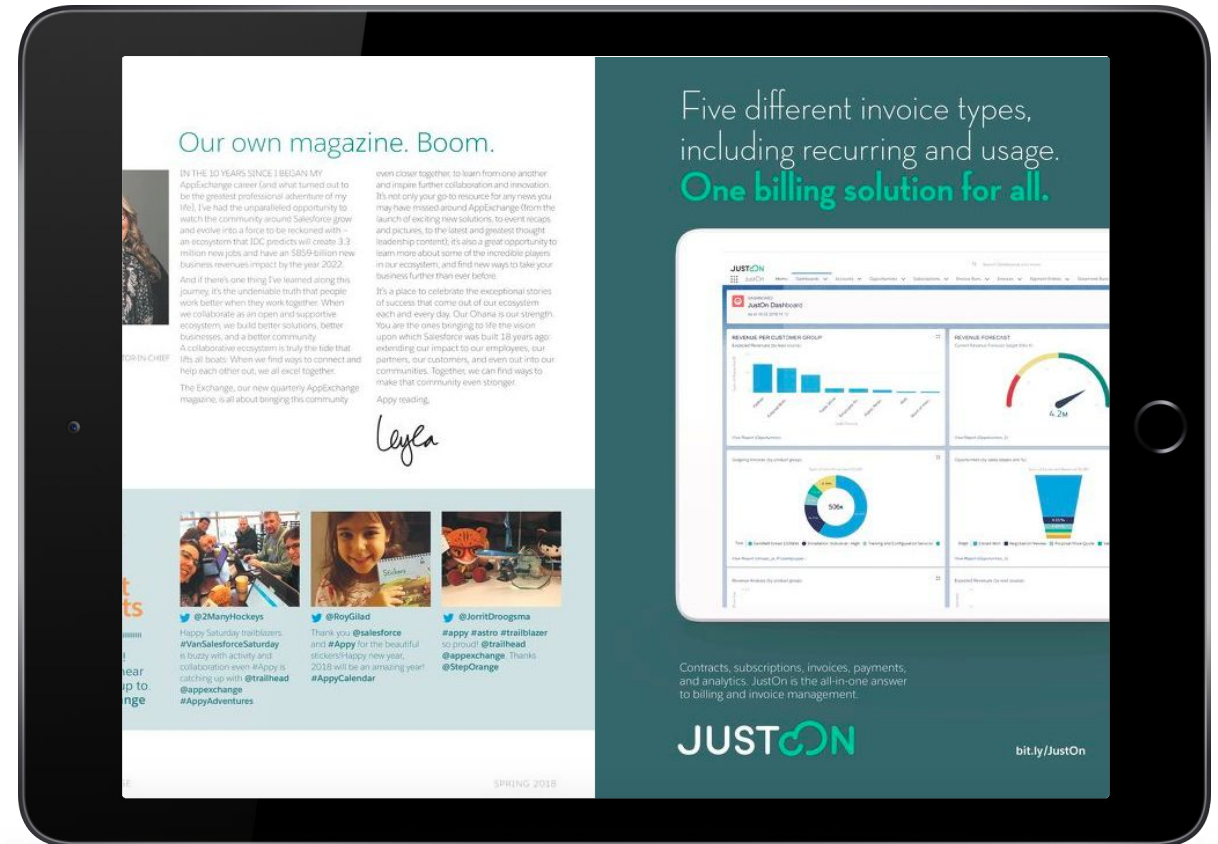
- Solution and company featured in our quarterly digital magazine (The Exchange)
  - Thought leader from your company featured in the main article plus a personalized solution promotion in the magazine
  - All magazine mentions link to your AppExchange listing
  - No more than six partners featured in the main article or in ads
  - Magazine example: [bit.ly/exchangespring](http://bit.ly/exchangespring)
- Paid and organic AppExchange promotion of the magazine to Salesforce customers and prospects
  - Specific audience targeting determined by input docs filled out at the start of the quarter
  - Magazine hosted on AppExchange.com under [Content](#) section
  - Promotion example: [bit.ly/tweetexchange](http://bit.ly/tweetexchange)
- All opt-in leads generated from promotion
  - See landing page and captured fields example here: [bit.ly/exchangespring](http://bit.ly/exchangespring)
  - Leads will be passed to the partners in an Excel file once a week for four consecutive weeks.



# How It Looks: Magazine Features



Partner Thought Leadership Article Feature



Partner Solution Ad



# AppExchange Social Tools

## Getting the Word Out Together

The following social tools help us promote together:

- Content links
- Click-to-tweets
- Imagery for social promotions

The AMP team will be in touch to promote the following:

Salesforce Customer Awareness

AppExchange Mavericks

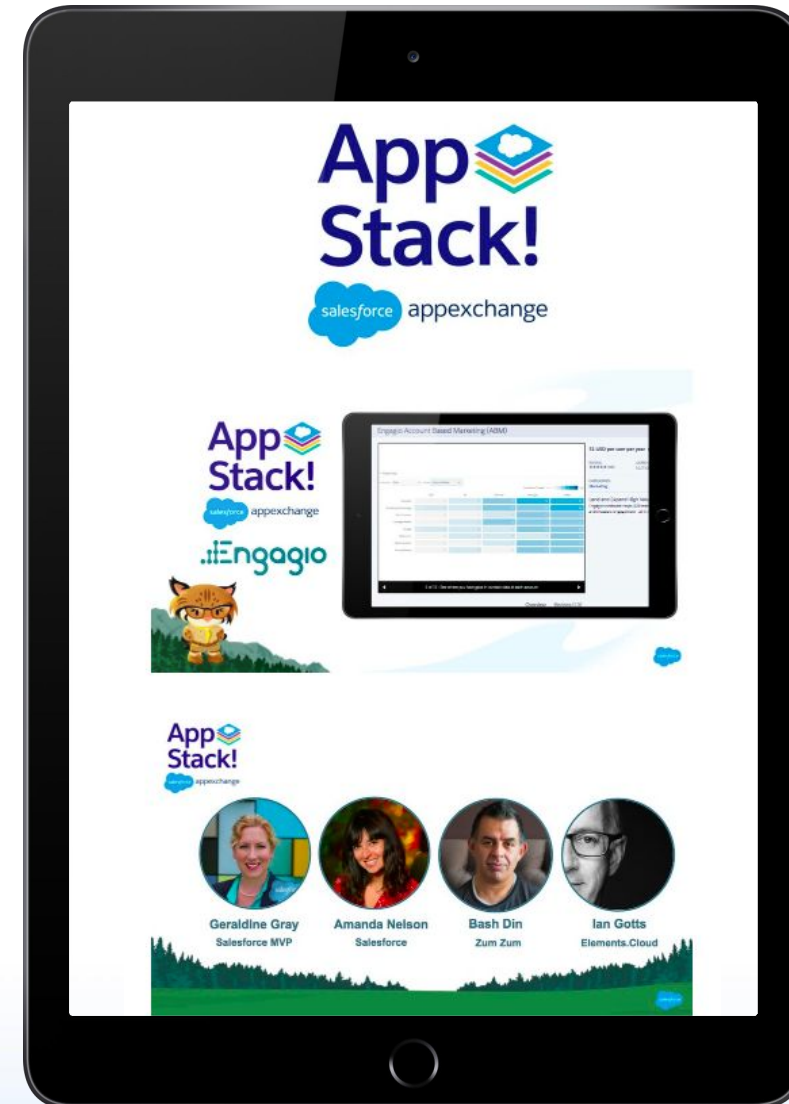
Industry Promotion

Dreamforce Community Reach

Paid Media Lead Nurture

App Talks

The Exchange



Social Toolkit Example Imagery





# Sample Scenarios

Looking for recommendations? Here are some suggestions based on what we've seen work well for partners in the past.

New to AppExchange or AMP?

- Product Demo
- Intro to AMP

Low listing traffic?

- Home Page Feature
- Paid Media Lead Nurture

Looking to promote the partnership?

- Product Demo
- AppExchange Mavericks
- App Talks
- The Exchange

Looking for leads to nurture?

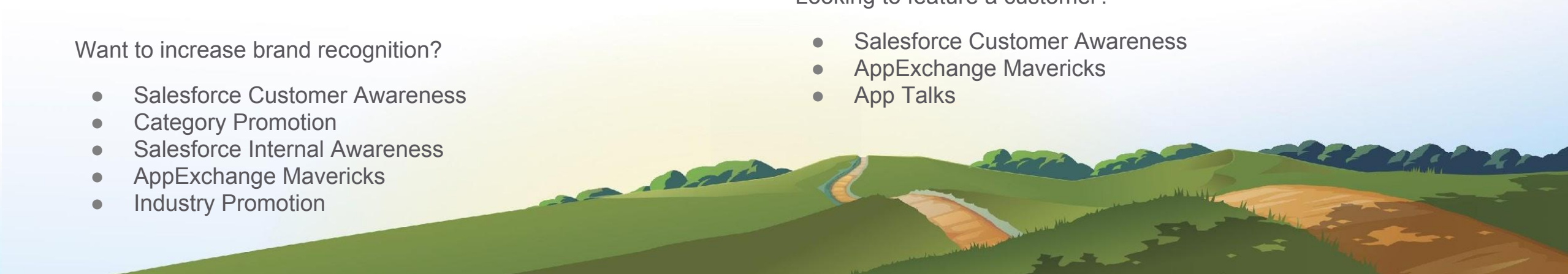
- App Talks
- The Exchange

Want to increase brand recognition?

- Salesforce Customer Awareness
- Category Promotion
- Salesforce Internal Awareness
- AppExchange Mavericks
- Industry Promotion

Looking to feature a customer?

- Salesforce Customer Awareness
- AppExchange Mavericks
- App Talks



# More Ways to Collaborate: No-Cost Co-Marketing



## Author a Blog Post

Contribute to our Medium Channel or AppExchange.com.

[bit.ly/ecosystemblogger](http://bit.ly/ecosystemblogger)



## Let's Get Social

Engage with @appexchange and submit your social news.

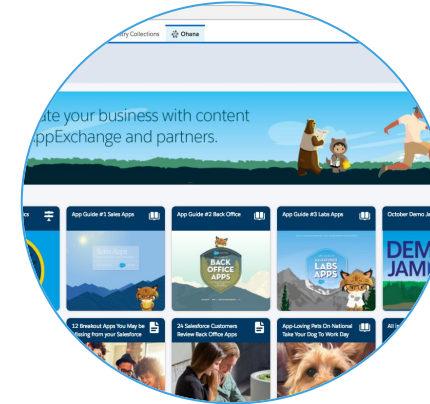
[bit.ly/partnersocialform](http://bit.ly/partnersocialform)



## Public Relations

Have news to share? Learn how to incorporate the Salesforce brand.

[p.force.com/prguidelines](http://p.force.com/prguidelines)



## Post on AppExchange

Share relevant customer-focused content on AppExchange Resources.

[ampteam@salesforce.com](mailto:ampteam@salesforce.com)



## All in the Stack

Build and share your customers' app tech stacks.

[allinthestack.com](http://allinthestack.com)

**Now Live!** The Salesforce Partner Marketing Center. Sign up today at [bit.ly/PartnerMarketingCenter](http://bit.ly/PartnerMarketingCenter).

1. Your listing must be public, live, in compliance with brand guidelines, and have a price listed (not “free” or “contact us for pricing”) to participate in AMP.
2. One listing may be featured per promotion.
3. First things first; Make sure you have a gated demo on your listing. If you don’t have one, we can help (see page 12).
4. Apply for AMP here: [go.appexchange.com/FY19Q3Q4](https://go.appexchange.com/FY19Q3Q4). There is no official deadline, but the sooner the better as a general rule. Note that an application is a commitment. Please do not submit an application as a request for more information.
5. Check out pages 2-7 for specifics about how AMP executes.
6. AMP promotions are available by goal. When making your selection, start with page 9.
7. Check out page 11 for some things to do before your AMP promotion starts.



THANK YOU

