

Boost cloud marketplace engagement and transactions

Quickly build momentum for your marketplace offer with our Marketplace Starter Packs.

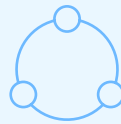
Mix-and-match or customize to fit your specific needs. You pick the pack. We will bring marketplace expertise and tools to quickly start executing.



Marketplace Starter Packs

Marketplace Offer Essentials

Land a compelling marketplace offer value prop



- Messaging Workshop facilitated by Bridge Partners
- Listing content review
- Value prop & copy blocks
- Listing content: may include offer sheet, video, FAQ

Marketplace GTM Jumpstart

Establish a strategic north star for marketplace execution



- Planning Workshop facilitated by Bridge Partners
- Marketplace GTM framework
- Quarterly roadmap
- Marketplace customer journey

Marketplace Demand Builder

Drive the right traffic through a marketplace listing



- Campaign & Media plan
- Audience / account targeting & intent enhancement
- Campaign content: ad creative, landing page
- Paid media campaign execution

Marketplace Sales Accelerator

Prepare sellers to engage and convert marketplace prospects



- Strategy Workshop facilitated by Bridge Partners
- Enablement content: pitch deck, offer sheet, battlecard
- Marketplace sales playbook

Need something else?

We provide a host of services to grow your marketplace business.

Our marketplace expertise

- **Hands-on experience with the top cloud marketplaces** and related strategies, programs, benefits, tools.
- **Fluency in marketplace listing technologies**, PRMs and Partner Ecosystem Platforms that operationalize go-to-market activities.
- **Partner Content Studio** that produces best-in-class content to power marketplace motions.
- **Marketplace campaign delivery** for multitudes of partners with offers published in various cloud marketplaces.

50%

lift in campaign landing page conversions

>100%

increase in marketplace listing visitors

75%+

Increase in free trial registrations

Bridge Partners, Leader in Partner Ecosystem Strategy & Activation for Tech & Cloud

Now is the time to rev up the business impact you're driving through partner channels and programs.

From partner operating model and program design to marketplace go-to-market activation, and turnkey partner demand packages – we can help you optimize partner strategies, accelerate engagement, and scale initiatives.

16 years

servicing partner organizations & initiatives

60%


of top 20 global cloud & tech enterprise are customers

200+

partners supported: ISVs, GSIs, MSPs, OEMs, Resellers

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