

RED HAT PARTNER MARKETING CENTER

Grow your Red Hat business with marketing automation

OVERVIEW

RED HAT PARTNER MARKETING CENTER

- Access marketing and business planning tools and guides
- Position your brand in the market
- Create new business opportunities
- Increase demand generation for Red Hat product portfolio
- Stay connected with your customers and prospects
- Extend your company brand and market reach
- Build your sales funnel and revenue stream
- Upsell and retain existing customers
- Manage leads and measure campaign results through real-time dashboards and analytics

Red Hat Partner Marketing Center makes it easy for partners to engage with current customers and prospects, build leads, and drive pipeline for Red Hat products and solutions.

Access ready-made, Red Hat approved, customizable marketing assets and demand-generation tools on Red Hat Partner Marketing Center including:

- **Campaign Kits:** Fully integrated campaign content based on customer use cases. Co-brand and customize with your logo, messaging, and contact information.
- **Email Marketing:** Nurture leads, send prospects the latest offers and industry information, and sell more to your existing customers in a few simple steps.
- **Microsites/Landing Pages:** Link emails to co-branded microsites and landing pages and receive notifications when customers and prospects engage with your content.
- **Event Management*:** Promote and manage registrations for online or on-site events with customizable and ready-made email invitations and registration pages.
- **Product Showcase*:** Keep your website updated with the latest news and product portfolio information from Red Hat. Customize with your value proposition and services offering.
- **Social Media*:** Easily interact with various social media communities and disseminate vital information automatically via multiple channels to reach your target audience.
- **Metrics and Reporting:** Measure the success of campaigns and marketing tactics by generating detailed reports and reviewing information on registration forms submitted.

* Available in select regions.

GET STARTED

Access Red Hat Partner Marketing Center conveniently from the Red Hat Connect for Business Partners portal: <https://partnercenter.force.com/s/Homepage>

Log in to the partner portal using your usual account information. From the Dashboard, select **Market**. From the drop down menu under Market, select **Red Hat Partner Marketing Center**. This will redirect you to the Red Hat Partner Marketing Center homepage.

TECHNICAL SUPPORT

For help with Red Hat Partner Marketing Center, email support.redhat@zinfitech.com or contact the help desk during regional support hours:

- APAC: +61 282035091 from 8:00am - 5:00pm CT
- Europe, Middle East, and Africa: +44 1992352131 from 8:00am - 5:00pm GMT
- LATAM: +55 5133769323 from 8:00am - 5:00pm BRT
- North America: (858) 877-9225 from 8:00am - 5:00pm PT



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