

How to Build A Go-To-Market Strategy with AWS Marketplace

Launching a SaaS or technology product is easier and faster if you connect with buyers where they already spend. That's why more companies are using AWS Marketplace as part of their go-to-market (GTM) plans. AWS Marketplace helps you reach a larger audience, speed up sales cycles, and build trust by offering your product on a recognized platform.

Knowing how to build a GTM strategy with AWS Marketplace gives you a clear path to grow your business. In this guide, you'll learn the steps, get practical tips, and see how tapping into AWS Marketplace can help boost your product's reach and revenue. Whether you're a startup or an established ISV, this process can open up new growth and partnership opportunities.

Understanding AWS Marketplace as a GTM Platform

If you're selling software or technology solutions, AWS Marketplace can amplify your reach and simplify your sales. This digital catalog connects you directly with AWS customers who are looking for software, data, and services that work with their cloud infrastructure. Let's break down what AWS Marketplace offers, why it matters for go-to-market strategies, and the features that make it a smart move for SaaS providers.

What is AWS Marketplace?

AWS Marketplace is an online store that allows businesses to find, buy, and launch software, data products, and professional services on AWS. It's built for both sellers and buyers, making the process of launching cloud-based solutions fast and simple.

There are three main segments to the marketplace:

- **AWS Marketplace for Software:** This is where you list applications, SaaS tools, and other software solutions. It covers everything from security and analytics to developer tools.
- **AWS Marketplace for Data Products:** If you offer data feeds or data APIs, this segment helps you reach companies looking for reliable data. Customers can subscribe to datasets and use them inside their AWS accounts.
- **AWS Marketplace for Professional Services:** You can also list consulting, support, or integration services. This is great for businesses that want to help AWS customers implement or optimize technology solutions.

Each option targets different customer needs, but all share one thing: they make it easy for buyers to discover and start using your offerings directly within their AWS workflow.

Benefits of Using AWS Marketplace for GTM Strategy

Listing in AWS Marketplace goes beyond just another sales channel. It gives your go-to-market strategy a serious boost with these advantages:

- **Global Reach:** Instantly gain access to millions of AWS customers across the globe.
- **Simplified Procurement:** Reduce friction by letting companies buy with their existing AWS agreements, which means less paperwork and fewer delays.
- **Trust and Credibility:** Products listed on AWS Marketplace carry the trust of the AWS brand. Buyers feel more confident trying out your solution.
- **Integration with AWS Billing:** Customers can pay for your solution on their AWS bill, streamlining payments and making adoption easier.
- **Speed to Market:** Deploy updates, patches, and new versions quickly without needing to build your own distribution methods.
- **Partner Programs:** Join AWS partner networks for marketing, technical, and sales support that can further amplify reach.

For many startups and ISVs, these benefits can help shorten sales cycles, increase conversions, and open doors to new markets.

Key AWS Marketplace Features Impacting GTM

AWS Marketplace brings several features that can set your product apart and make your go-to-market process smoother:

- **Listing Types:**
 - **AMI (Amazon Machine Image):** Ideal for server-based software that customers run in their own AWS environment.
 - **SaaS Listings:** Perfect if you run your solution as a service. Customers can subscribe and manage billing through AWS.
 - **Container Listings:** Helps you reach buyers running application workloads in Kubernetes or container services.
- **Private Offers:** Negotiate custom pricing and terms for specific customers, allowing for tailored deals within the Marketplace.
- **Co-Sell Programs:** Collaborate with the AWS sales team to reach more enterprises and increase credibility. This can lead to more introductions and joint pitches.
- **AWS Management Tools Integration:** Easily connect your solution with AWS management and security services, making life easier for buyers who want centralized control.

These tools turn your AWS Marketplace listing into a launchpad, letting you scale quickly and reach buyers who value convenience, trust, and modern cloud buying experiences.

Preparing Your Product and Organization for AWS Marketplace GTM

Getting your SaaS or software product into AWS Marketplace is more than a technical checklist. A smooth launch takes planning across your product, internal teams, and your GTM model. Here's how to line up everything so your AWS Marketplace launch is smooth and sets your team up to scale.

Product Readiness Checklist: Technical and Business Prerequisites

Before you even think about listing your product, double-check that you're truly ready, both technically and from a business standpoint. Here are the essentials every team should cover:

- **Cloud Compatibility:**
Make sure your product runs reliably on AWS. Test for performance, stability, and easy deployment on AWS infrastructure. If customers will install your product, provide clear setup guides for EC2, container services, or any AWS-specific setup.
- **Security Best Practices:**
Secure your product with encryption, access controls, and strong authentication. Complete a security review, and prepare documentation for compliance needs (like SOC 2, ISO, or GDPR) since many AWS customers require this.
- **Support Documentation:**
Prepare detailed installation steps, troubleshooting tips, FAQs, and customer onboarding guides. AWS Marketplace buyers expect clear, easy-to-follow docs to get started quickly.
- **Pricing Models:**
Decide how you want to charge customers. Want to offer pay-as-you-go, annual, or subscription pricing? Will you bundle support or add-ons? Double-check your pricing model matches real market demand and clearly explain what's included.
- **Ongoing Support:**
Set up a way to answer customer questions fast. Have a plan for handling support cases, whether through email, chat, or a ticket system.

Taking time to sort these basics before launch will set a strong foundation for your AWS Marketplace GTM.

Organizational Alignment and Stakeholder Buy-In

Getting your product listed isn't just a job for the technical team. Success on AWS Marketplace takes alignment across your organization. Here's what to line up internally:

- **Sales Team:**
Brief your sales team on the new listing. Explain the benefits of AWS Marketplace so they can reinforce those points with buyers. Work through common questions about billing, private offers, and how to reference the Marketplace deal in their conversations.
- **Legal and Compliance:**
Review AWS Marketplace contracts and requirements. You'll need to update your terms to match the Marketplace's process around licensing, privacy, and data. Loop in legal early to avoid last-minute surprises.
- **Marketing Group:**
Update your marketing plans to highlight your AWS Marketplace listing. Prepare new web pages, social media blurbs, and collateral. Make sure messaging calls out the simplicity of buying and the trust factor of AWS.
- **Internal Resources:**
Assign owners for ongoing Marketplace management. This can include listing updates, responding to customer reviews, handling support, and tracking leads from the Marketplace.
- **Executive Sponsor:**
Secure high-level support to drive adoption internally. This keeps your AWS Marketplace strategy on everyone's radar and makes resource planning much smoother.

Getting all these teams on board means fewer bottlenecks and a faster, more successful launch.

Selecting the Right Listing Type

Choosing your listing type is a key step that shapes your launch and long-term success. AWS Marketplace offers several ways to package and sell your solution, each with pros and cons:

- **SaaS:**
Go with a SaaS listing if your product is delivered as a service. This option handles subscription and usage-based billing through AWS. It's a good fit for cloud-native apps where buyers expect instant access.
- **AMI (Amazon Machine Image):**
Pick an AMI listing if you want customers to launch your software on their own EC2 instances, with full control over setup and management. This suits server-based software, legacy apps, or solutions with special hardware needs.

- **Container:**
Choose a container listing for products built to run in Kubernetes or ECS. If your customers are moving to containerized workloads, this option streamlines deployment and scaling.
- **Data Products:**
This type is for companies offering data feeds, APIs, or datasets. If your value is in the data itself, not the software around it, go this route.

When choosing, consider:

- **How your product is delivered and consumed**
- **Your customers' technical comfort and buying habits**
- **Long-term plans for updates and support**

Picking the right listing type helps buyers understand your offering and makes sales smoother. Double-check AWS requirements for each listing as you make your decision.

Step-by-Step: Setting Up Your AWS Marketplace Listing

Setting up your AWS Marketplace listing is a key step to taking your product to market. With the right setup, customers can find, buy, and use your solution without delays. Below, you'll find a clear breakdown of how to register as a seller, create your listing, and set up the necessary APIs if you offer a SaaS product.

Registering as an AWS Marketplace Seller: Explain the process of becoming a Marketplace seller

Before you can sell anything on AWS Marketplace, you'll need to register as a seller. This is your ticket to the storefront and the starting point for every AWS Marketplace journey.

Registration involves a few essential steps:

- **AWS Account:** Make sure you have an active AWS account. You'll use this for managing listings, payments, and support.
- **Business Information:** Fill out your company's legal details, including address, tax information, and a W-9 (for US companies) or international tax form. AWS uses this for tax reporting and compliance.
- **Bank Account Info:** Provide banking details to receive payouts from AWS. Payments are typically sent monthly once your sales start rolling in.
- **Accept Agreements:** Review and accept the AWS Marketplace seller terms. This includes details on pricing, transactions, and customer data.
- **Verification:** AWS might request business verification. Be ready to submit documents like formation papers or proof of address if asked.

Creating and Submitting Your Product Listing:

Now it's time to build your product listing. Think of this as your digital storefront: this is where customers see what you offer, understand what your product does, and decide to buy. Setting up your listing involves:

1. **Choose a Listing Type:**

Decide whether your product is SaaS, AMI, container, or data. Each type has its own submission form and technical requirements.

2. **Complete Product Details:**

You'll need to provide:

- Product name and description
- Categories and keywords to boost discoverability
- Pricing models (hourly, monthly, annual, or bring-your-own-license)
- Support and documentation links
- Screenshots and marketing collateral
- Technical setup and deployment instructions

3. **Security Review and Compliance:**

Many AWS Marketplace buyers have strict security needs. Prepare and upload:

- Security architecture diagrams
- Compliance certificates, if you have them (like SOC 2, GDPR, or ISO)
- An outline of data flow and handling practices

AWS will review your submission, sometimes asking for clarification around security, deployment, or documentation.

4. **Listing Testing:**

You may be asked to provide a test environment, free trial, or demo version so AWS can validate the product's functionality and experience.

5. **Submit for Review:**

Once all materials are ready, submit the listing through the Marketplace Management Portal. The review usually takes a few business days. If there are issues, AWS will reach out for fixes or extra details.

Once approved, your product goes live. You can update pricing, info, or collateral as needed from the portal.

Integrating Entitlement and Metering APIs (for SaaS Listings): Explain technical integration for usage, billing, and customer provisioning

SaaS products on AWS Marketplace need to connect with AWS APIs for managing subscriptions, usage tracking, and billing. This integration is what lets customers pay through AWS and allows you to track usage in real time.

Key steps to set up API integration:

- **Entitlement API:**
This API verifies if a user has a valid subscription. Every time a customer logs in or uses your service, your app checks their AWS subscription status. This step gates access and helps avoid unauthorized use.
- **Metering API:**
For usage-based pricing, you'll use the Metering API to report customer consumption: data volume, API calls, seats used, or other units. AWS then bills the customer according to their actual usage. You submit usage records back to AWS through authenticated API calls.
- **Customer Registration Flow:**
Set up a registration and onboarding flow that links each new sign-up to their AWS customer ID. This is essential for entitlement checks and proper metering.
- **Monitoring and Logs:**
Enable comprehensive logging and regular audits of API calls. This ensures you can resolve billing or access disputes, and helps with compliance.
- **Testing:**
Before going live, thoroughly test your integration in AWS's test environments. AWS requires validation tests to confirm that your API calls handle entitlements and metering accurately.

Integrating these APIs may sound technical, but it's the backbone of selling SaaS on AWS Marketplace. With this set up, you never need to worry about manual billing or expired entitlements—everything syncs automatically with the Marketplace.

Once your integration passes all AWS checks, you're ready to accept customers and bill through AWS, giving buyers a trusted, hassle-free experience.

Building an Effective GTM Plan Around AWS Marketplace

Getting the most out of AWS Marketplace demands more than just launching your product. You need to plan every piece of your go-to-market approach, from packaging and private offers to co-marketing and partnerships. When you structure your offers wisely and team up with AWS and its partners, you create new pathways to buyers and steady revenue streams. Let's break down the main parts of a successful GTM plan on AWS Marketplace.

Structuring Your GTM Offerings and Private Offers:

How you package your product on AWS Marketplace shapes buyer interest and sales outcomes. Buyers come to AWS for options that are simple to buy, quick to deploy, and easy to justify to their finance team.

Here's how to put together offerings that win:

- **Clear Bundles:** Group popular features, integrations, and support into bundles. Tailor one for small teams and another for larger companies. Buyers appreciate having clear starter and premium choices.
- **Pricing That Matches Value:** Match your pricing model to the way your audience budgets. Popular options include:
 - Pay-as-you-go: Great for buyers just starting out or with unpredictable needs.
 - Annual or multi-year terms: Offer a discount to encourage longer commitments.
 - Volume discounts: Attract bigger buyers who want to scale.
- **Private Offers:** Use AWS Private Offers to negotiate custom deals with key customers. With Private Offers, you can provide special terms—think volume discounts or unique features. Customers get everything billed through AWS, which saves them procurement headaches.
- **Fast Start Incentives:** Consider offering time-limited credits or free first-month usage for new Marketplace buyers. These incentives make it easy for hesitant buyers to try you out and often lead to repeat business.

By focusing on bundles, flexible pricing, and special incentives, you give AWS buyers strong reasons to choose your product. Always test and adjust your offer to see what actually drives buyers to complete a purchase.

Co-Marketing with AWS Programs:

AWS gives sellers several partner programs and marketing opportunities, helping you reach a bigger audience and add credibility.

The top options to know:

- **AWS Marketplace Seller Programs:** Signing up gets you support for go-to-market activities such as webinars, blog features, and Marketplace-focused campaigns. These help put your solution in front of buyers who already trust AWS.
- **AWS ISV Accelerate:** As part of this invite-only program, the AWS reps introduce your product to enterprise customers, and they can even help drive deals using their relationships and knowledge of enterprise buying processes.
- **Co-Sell and Field Collaboration:** When you join ISV Accelerate or take part in co-marketing campaigns, you get to co-sell with AWS field teams. They can help with joint calls, executive briefings, and workshops.
- **Market Development Funds (MDF):** Sometimes, AWS sets aside MDF for partners who align with their sales goals.

To make the most of these programs:

1. Join AWS partner networks and get your sales and marketing team familiar with resources available.
2. Request to join AWS ISV Accelerate if you meet the requirements.
3. Collaborate on campaigns—submit case studies, take part in joint webinars, and use AWS Marketplace branding on your website and sales materials.

Channel Partner Private Offers

Channel Partner Private Offer (CPPO) enables Independent Software Vendors (ISVs) to authorize Channel Partners to receive wholesale pricing on their software and professional services. This feature allows Independent Software Vendors (ISVs) to authorize Channel Partners to own and maintain the financial and contractual relationship with customers in AWS Marketplace.

Channel Partners can use the authorization to customize pricing, duration, end-user license terms, and additional services they may wish to include. Once the offer has been created and extended, customers can subscribe to the offer through their AWS Marketplace Management Portal.

Customers can purchase software solutions and professional services in AWS Marketplace, directly from Channel Partners, helping customers to leverage a Channel Partner who has knowledge of their business, localized support, and expertise, and receive the same fast and friction-free purchase experience they're accustomed to in AWS Marketplace.

Optimizing Channel Sales and Partnerships: Strategies for leveraging AWS Consulting Partners and building channel relationships

AWS Marketplace is more than a place to list products. It's a powerful channel sales hub if you know how to work with consulting partners and resellers. Many AWS customers turn to consulting and managed service providers to help choose and deploy new software. If you build the right channel networks, you increase deal flow and boost customer satisfaction.

Best practices for optimizing your channel strategy:

- **Work with AWS Consulting Partners:** Many AWS Consulting Partners are looking for new solutions to recommend and implement for their clients. Provide these partners with education, technical guides, and sales tools so they feel confident pitching your product.
- **Enable Resellers:** Set up reseller allowances so channel partners can sell your product through AWS Marketplace. This can simplify the procurement and billing process for their clients.
- **Joint Solution Packages:** Team up with consulting partners to offer bundled solutions (your product plus their services). This creates extra value for the end customer and helps your partner win larger deals.
- **Channel Training:** Offer easy onboarding and regular training for partners. When partners understand your product, they position it more effectively and can answer customer questions on the spot.
- **Incentive Programs:** Offer margin incentives, spiffs, or deal registration rewards that align partner interest with your growth goals.

Keep the process transparent and supportive. The best channel relationships come from two-way communication and shared goals—help partners grow their business and they'll help you scale yours on AWS Marketplace.

Measuring, Optimizing, and Scaling Your AWS Marketplace GTM

Tracking how your offers perform on AWS Marketplace goes far beyond checking your sales numbers each month. The key to lasting growth lies in focusing on clear metrics, looking for trends in user data, and constantly improving your go-to-market plan. With AWS Marketplace reports and a little strategy, you can scale your business, keep customers happy, and spot new opportunities faster than your competition.

Key Performance Indicators for Marketplace Success:

A winning strategy is built on numbers you trust and understand. Here are the most important metrics every AWS Marketplace seller should monitor:

Sales Metrics

- **Monthly Recurring Revenue (MRR):**
The backbone of any SaaS business. Use this to track your regular income from subscriptions and spot trends.
- **New Subscriptions:**
Know exactly how many new customers sign up each month. Spikes or dips show if your campaigns and listings are working.
- **Average Deal Size:**
Find your average transaction value. Larger deal sizes often show that buyers trust you for bigger purchases or see more value in your bundles.
- **Conversion Rate:**
Out of all the visitors or leads, how many buy? Improve your Marketplace listing and offer to turn more shoppers into buyers.

Usage Metrics

- **Active Users or Seats:**
Count how many customers actually use your product, not just those who sign up. This is a sign of real value delivered.
- **Feature Adoption:**
Check which features are used the most and the least. This can guide updates and help with upsells.
- **API Calls/Usage Volume:**
If your product is API-based or has clear usage units, keep a close eye on how much customers interact over time.

Customer Retention Metrics

- **Churn Rate:**
Shows how many customers leave each month. A sudden increase signals product or support issues needing attention.
- **Renewal Rate:**
Tracks subscription renewals and long-term contracts. High renewal rates often mean happy customers and a sticky product.
- **Lifetime Value (LTV):**
Estimate the total revenue you'll make from an average buyer. A higher LTV lets you spend more to bring in new customers.

Continuous Improvement: Using Analytics to Iterate Your GTM

Success on AWS Marketplace isn't static. The best sellers treat their go-to-market plan as a living process, not a one-and-done project. The right analytics tools, dashboards, and customer feedback loops make all the difference.

Use Marketplace Analytics and Reports

AWS Marketplace offers dashboards for order activity, subscriber growth, churn, and gross revenue. Set a routine to check these at least once a week. Export the data and compare it to your CRM or other marketing campaigns for deeper insight.

- Spot patterns: Is there a sales bump after a campaign? Are churn rates climbing after a product change?
- Watch for usage drops: Are customers using fewer features or interacting less with your app?

Leverage Customer Usage Data

Dig into how customers interact with your product. Look for:

- Features that spark the most usage or drive upgrades.
- Steps where users drop off or submit support tickets.
- Cohort analysis to see if newer users behave differently than older ones.

Share these findings with your product and marketing teams. Adjust onboarding flows, update documentation, or focus marketing messages on the most-loved features.

Build Customer Feedback Loops

Your customers are your best source for honest insights. Loop in feedback from support tickets, Marketplace reviews, and satisfaction surveys. A few good practices include:

- Ask buyers at renewal or after major product updates for their top requests.
- Monitor AWS Marketplace reviews and respond to all feedback publicly (when possible) to build trust.
- Use the feedback to prioritize your roadmap and patch issues quickly.

Scale What Works

Once you find channels, promotions, or features that drive growth, double down. If a certain private offer or campaign works, run more. If a partner brings in steady deals, train and support them even better.

Test and Iterate

Don't be afraid to tweak your pricing, listing headlines, or even trial length. Run A/B tests and measure if changes lift conversion or retention. Let data, not gut feel, drive your next moves.

Constant feedback and adjustment will let you scale your AWS Marketplace business with confidence and focus. Adopting this cycle helps you grow smarter, not just bigger.

Conclusion

Building a go-to-market strategy around AWS Marketplace gives your product a real advantage. By prepping your offer, picking the right listing type, and connecting with AWS programs, you set up a clear path to more buyers and steady growth.

Tracking your results and staying flexible lets you boost what works and fix what doesn't. AWS Marketplace is more than a way to sell, it's a chance to grow your business with support from a trusted platform and global customer base.

If you're ready to reach new customers and grow faster, start mapping out your Marketplace listing now. Thanks for reading, share your thoughts below or let us know how your AWS Marketplace journey is going.