

Cisco Partner Marketing 101

June, 2021



Housekeeping



Mute

Everyone's lines are muted. We may unmute these for sections of the training.



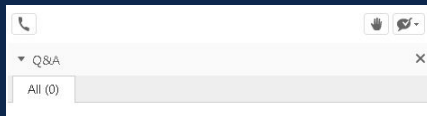
Chat

If you want to ask a question or add to a point, use the chat icon to send a message to the trainer in the training.



Q&A

- 1) Open the Q & A panel.
- 2) On the Q & A panel, type your question in the text box.
- 3) (Optional) To edit your question, highlight the text you want to edit, and then right-click (Windows) or select ctrl and then click (Mac) to use the editing commands in the menu.
- 4) In the Ask drop-down list, select **All Panelists**, and then select Send.



45 Minute Agenda



Melanie Press
MVC Americas Lead



Holly Valdez
Partner Experience Lead

- 1** Partner Self Service (PSS) and Logo Builder
[Melanie Press](#)
- 2** Partner News Hubs, BX, SalesConnect, Cisco Video Portal
[Holly Valdez](#)
- 3** Marketing Velocity Learning & Central Demo
[Holly and Melanie](#)
- 4** Resources





Cisco Partner Marketing Resource Guide

Find everything that we are going to cover, and more, in the [Cisco Partner Marketing Resource Guide](#)

Partner Self Service

What is it?

Partner Self Service is the convenient way to maintain your company, contacts and location information. It gives you the ability to manage your Company information, Location details and administer your Contacts for access association and proper communication about policies and program changes.

When do you use it?

- Basic Information
- Change Location
- Delete or Merge Cisco.com User IDs
- Cisco Testing Information
- Opt-in/Opt-out of Cisco Communications

The screenshot shows the 'Opt-in/Opt-out of Cisco Communications' page in the Partner Self Service portal. The page has a navigation bar with tabs: My Profile, Access Management, Company Details, Location Management, Association Request, and Contact Management. Below the navigation bar, there are sub-tabs: Manage Corporate Email Domain, Accountable Program Contacts, Reports, Manage My Reward Programs, Distributor Details, and Help / Support.

The main content area is titled 'Opt-in/Opt-out of Cisco Communications'. It includes a section for 'Cisco communications' with a radio button to select 'Yes' or 'No' for receiving Cisco communications by email. Below this, there is a list of communication topics that can be opted in or out of, organized into columns. The topics include:

- Technology Trends
- Cloud
- Enterprise Networks
- Security
- Communications Cloud
- Case Studies
- Competitive
- Marketing Campaigns & Content
- Partner Program Information
- Training
- Verticals and Industries
- Education - Public / Private
- Government
- Manufacturing
- Retail
- Wholesale/Distributor
- Collaboration, Voice, and Video
- Internet of Everything (IoT)
- Services
- Cisco Capital & Financing
- Events, Webinars
- News, Announcements, & Strategic Partnerships
- Pricing Information
- Energy/Utilities
- Health Care
- Media/Entertainment
- Retail
- Financial Services
- Manufacturing / Metals & Mining
- Insurance Services
- Transportation

Numbered callouts indicate the steps to complete the process:

1. Scroll to the Cisco Communications section
2. Choose any of the Radio Button
3. Check/Uncheck the areas
4. Click Submit

[Click here to access Partner Self Service.](#)

Cisco Partner Logo Builder

1. Select your logo color

2. Select your credentials

The screenshot shows the 'Partnership Logo Builder' interface. Step 1, 'Select your Cisco partnership logo', displays four color options: White, Black, Gray, and Cisco Blue. The Cisco Blue option is selected. Step 2, 'Select your credentials (Max 3)', shows a grid of credential options including Advanced Customer Experience Specialized, Advanced DevNet Specialized, Cloud and Managed Service Provider, Customer Experience Specialized, DevNet Specialized, Distribution Partner, Financing Provider, Global Gold Certified, Gold Certified, Integrator Partner, IoT Authorized, and Learning Partner. Step 3, 'Preview logo', shows the final logo with the Cisco Partner text and a download button. A note at the bottom of step 3 reads: 'Note: Please read the Partner Guide to Branding with Cisco for usage guidelines.' Below the note are two download buttons: 'Download' (File format: PNG and SVG) and 'Download EPS' (File format: EPS).

Partnership Logo Builder

1 Select your Cisco partnership logo

2 Select your credentials (Max 3)

3 Preview logo

White Black Gray Cisco Blue

All Certifications, Specializations, Authorizations and/or CMSP designations with an anniversary date between March 16, 2020 - September 16, 2020 have been extended for one year. [View the full announcement.](#)

Please note that recently approved designations can take up to 4 hours to appear.

Clear Selection

Advanced Customer Experience Specialized Advanced DevNet Specialized Cloud and Managed Service Provider

Customer Experience Specialized DevNet Specialized Distribution Partner

Financing Provider Global Gold Certified Gold Certified

Integrator Partner IoT Authorized Learning Partner

Note: Please read the Partner Guide to Branding with Cisco for usage guidelines.

Download

File format: PNG and SVG

Download EPS

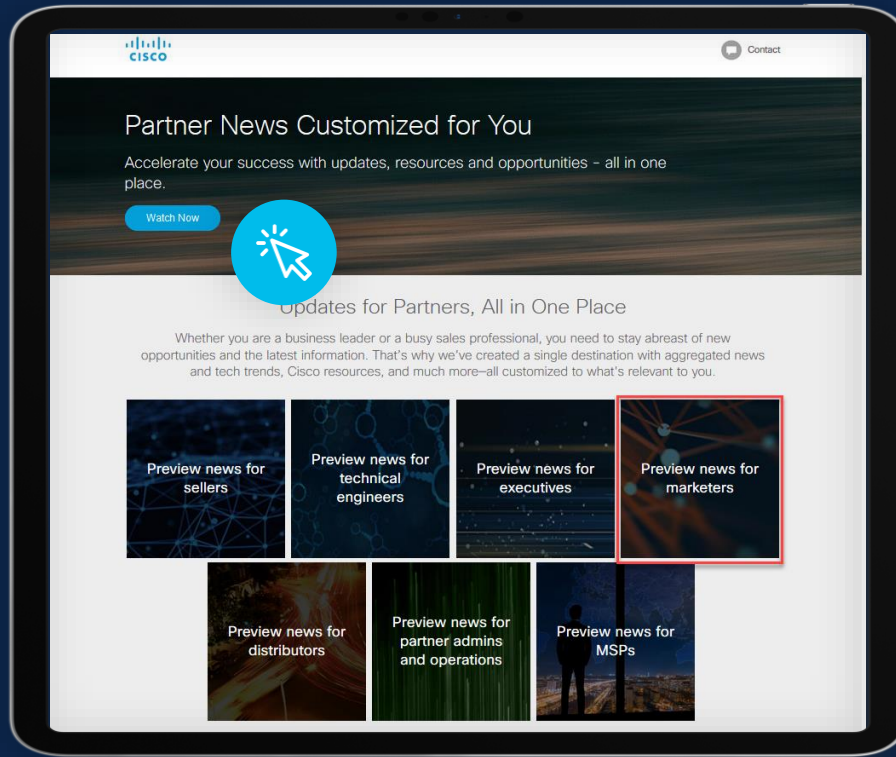
File format: EPS

Note: Any time you are creating an asset with your logo on it, you MUST use the Cisco Partner logo if you are adding a Cisco logo. [Click here for more information.](#)

3. Download

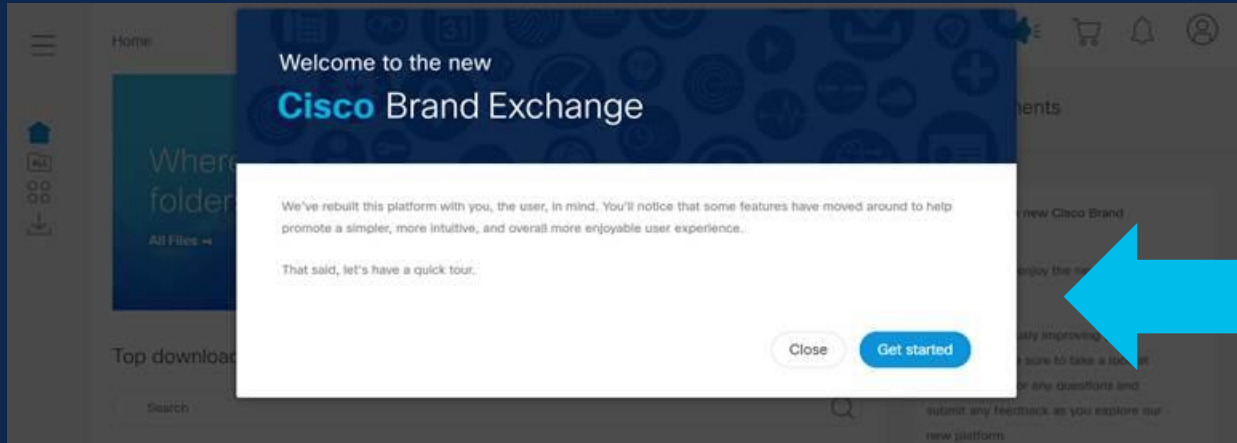
[Launch Cisco Partner Logo Builder](#)

Partner News Hub



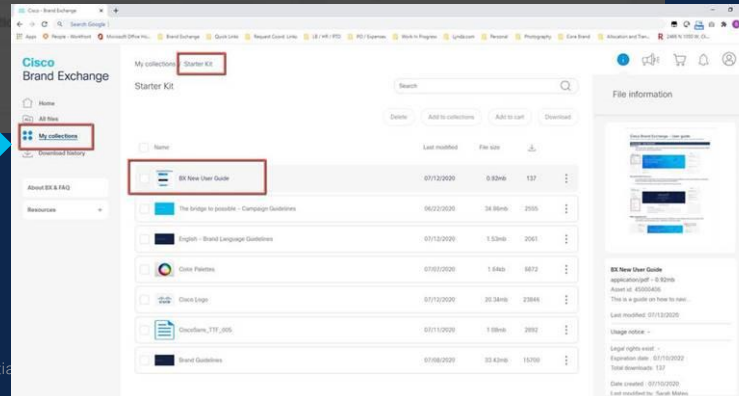
<https://partnersuccess.cisco.com/news-subscribe>

Brand Exchange



1) Choose “Get Started” and it will take the user through a tour of the new layout.

“My collections
> Starter Kit”



BX/SalesConnect + Video Portal Demos



Marketing Velocity Learning

<http://cs.co/MarketingVelocityLearning>

On demand trainings: courses, videos, webinars, eBooks

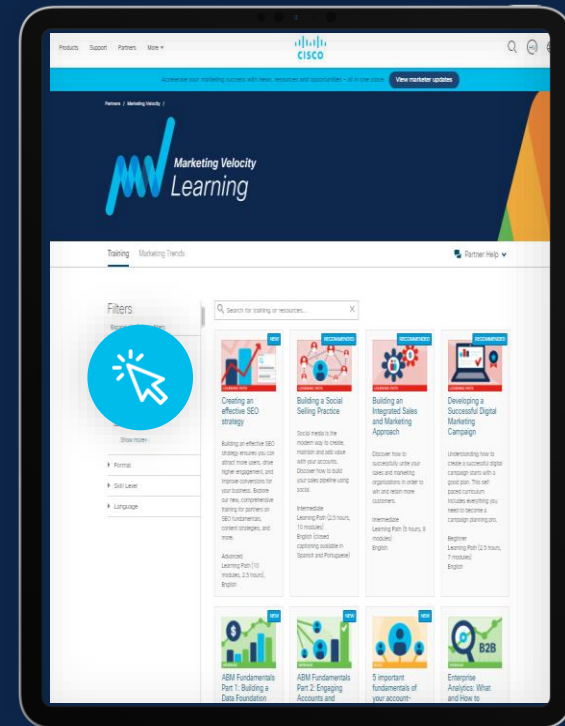
- Over 180 pieces of content

Thought leadership from market influencers

- Jay Baer
- Melonie Dodaro
- Cynthia Price
- Marcus Sheridan

Learning paths designed to help partners master a topic in small steps

1. Building an Integrated Sales & Marketing Approach
2. Building a Social Selling Practice
3. Developing a Successful Digital Marketing Campaign
4. Creating an Effective SEO Strategy





Marketing Velocity Digital

Join us for this fully digital event designed to help you differentiate, reach more customers and maximize growth and profitability.

Available on-demand

[Watch Now](#)

Marketing Velocity Central



How to Access MVC

1. Acquire a Cisco.com UserID (CCO ID) and password if you do not have one. [If you do not have one, click here for instructions.](#)
2. Attach your CCO ID to your employer's company account in Partner Self Service. [Click here for instructions.](#)
3. Access Marketing Velocity Central.
 - Go to marketingvelocitycentral.cisco.com, enter your CCO ID and password – you will see a "Navigation Error"
 - **Allow 24 – 48 hours after your first login attempt for your account to be created in MVC**
 - Login again at marketingvelocitycentral.cisco.com after 24 – 48 hours

Note: If you have Cisco access in PSS, but do not have MVC access, you will need to work with someone at your company with MVC admin access. The contact with admin access will need to use PSS and update the new contact to give them MVC marketing and/or admin access.

Capabilities of MVC

- Download marketing content
- View and use allocated marketing funds for Cisco Marketing Velocity
- Connect social media accounts and automatically post to followers
- Install web plugins to syndicate personalized content to their own web properties
- Create co-branded marketing assets
- Upload contact lists and send customized email journeys

[Click here to access Marketing Velocity Central.](#)

Future (and Past) Meetings

www.cisco.com/go/partnerenablement

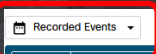


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Date	Event
May 12, 2021	 AMER Marketing Velocity Office Hours View Recording Marketing / Virtual This 30 minute session is designed to help any partner marketers to share tips n' tricks + content in Marketing Velocity Central (MVC) and Marketing Velocity Learning, a demo will be provided on how to leverage social syndication (among other things), we'll share new campaigns in MVC -- plus we'll open the mic to you.
April 14, 2021	 Cisco Partner Marketing 101 View Recording Marketing / Virtual **Special added topic in April - Lead transition to MVC** - please join this ~45 minute session designed to help new partner marketers (or those partner marketers who need a refresher) to navigate Cisco's various marketing resources. These webinars will be held the 2nd Wednesday of every EVEN month.
March 10, 2021	 AMER Marketing Velocity Office Hours View Recording Marketing / Virtual This 30 minute session is designed to help any partner marketers to share tips n' tricks + content in Marketing Velocity Central (MVC) and Marketing Velocity Learning, a demo will be provided on how to leverage social syndication (among other things), we'll share new campaigns in MVC -- plus we'll open the mic to you.
February 10, 2021	 Cisco Partner Marketing 101 View Recording Marketing / Virtual This ~45 minute session is designed to help new partner marketers (or those partner marketers who need a refresher) to navigate Cisco's various marketing resources. These webinars will be held the 2nd Wednesday of every EVEN month through June '21.
January 13, 2021	 AMER Marketing Velocity Office Hours View Recording Marketing / Virtual This 30 minute session is designed to help any partner marketers to share tips n' tricks + content in Marketing Velocity Central (MVC) and Marketing Velocity Learning, a demo will be provided on how to leverage social syndication (among other things), we'll share new campaigns in MVC -- plus we'll open the mic to you.

Upcoming Events

All Events Enterprise Networking Security Collaboration Data Center

Customer Experience (CX) &

IoT

Marketing

Meraki

Multi Architecture

Partner Enablement

SMB

Software

Date	Event
July 13, 2021	 Take 45: Engage, Lead, and Sell Collaboration / Virtual

Join us for the next session focused on Partner Center Selling, The Competitive Landscape, and the importance of the Partner Enablement process.

5 per page

Useful Resources

Marketing Velocity

www.cisco.com/go/marketing

Partner Marketing Resource Guide

<https://ebooks.cisco.com/story/cisco-partner-marketing-resource-guide-amer/>

Brand Exchange

<https://bx.cisco.com>

Partner Logo Builder

<http://cisco.com/go/partnerlogo>

Marketing Velocity Central
Campaign Guide

<https://ebooks.cisco.com/story/apo-mvc-guide>