Kickstart your marketing

The Microsoft AppSource and Azure Marketplace marketing best practice guide provides an in-depth kickstart to your marketing activities that will drive awareness and traffic to your listing. The guide includes:

- **Optimizing your marketplace listing** - Ensure the messaging and supporting content in your listing is differentiated and tailored to your target audience. This content serves as a supplement to the Commercial Marketplace Publishing Guide.

- **Sales landing page** - Point customers to a dedicated sales page on your website with the intention of further engaging visitors, without having to navigate your entire site.

- **Go-to-market campaigns** - 7 foundational steps that must be taken prior to conducting your own marketing campaigns. Additional information can be found on the Smart Partner Marketing website.

- **5 techniques to drive traffic to your listing** - Develop credibility and a relationship with your community through these tactics.

- **Search engine optimization & digital marketing** - Make your listing easier to find by using specific keywords and relevant content. For paid digital marketing, use social media to grow awareness, and pair it with paid search advertising for engagement.

- **Converting visitors into prospects** - Drive your visitors from interest to desire by offering a free trial. Choose the right trial type for your business to move your target customers along the buying journey.

- **Effective trial nurture process** - Once a prospect has begun a trial, initiate a defined trial nurture process. Each strategic touchpoint will build trust and ready them to become a paying customer.

- **Reporting and analysis** - Set clear goals and KPIs that are measured regularly. Adapt your strategy based on the insights uncovered to ensure a high marketing ROI.
“Available on” badging

Feature the AppSource or Azure Marketplace badges every time you promote your solution on Microsoft’s commercial marketplace.

Click badge to download

Use guidelines

• The badges always appear in full color with black and blue type and a white background as shown. Use only the artwork provided – never create your own badges. Do not modify, recolor, angle, animate, rotate, or tilt the badges. Scaling while maintaining the aspect ratio for appropriate sizing is allowed.

• Ensure badges are legible on all marketing communications in which they’re utilized.

• In web communications you should provide a link to the associated product listing.

• Always use the full names by referencing "Microsoft AppSource" or "Microsoft Azure Marketplace" – don’t use "Marketplace" as a shorthand reference.

• These badges should not be confused with the AppSource and Azure logos/icons, which are not intended for this use.

Example usage:

- Digital banner ad
- Print ad
- Video end screen

Preferred clear space is ¼ of the height of the badge

Minimum clear space for limited space is 1/10 of the height of the badge

Minimum sizing
For print: .27in or 7mm tall
For online: 32px tall

Do not modify the badge.
Learn how to connect your Microsoft AppSource or Azure Marketplace listing with your CRM in the Commercial Marketplace Lead Management guide.

Detailed guides

Use the How to Leverage Test Drives resource for detailed guidance on offering trials within Microsoft AppSource or Azure Marketplace.

Next steps

Dive into the Microsoft AppSource and Azure Marketplace Resources discussed in this guide to start marketing your solution.

Interact with other partners and with Microsoft in the AppSource and Azure Marketplace community. Watch this Microsoft tutorial on how to subscribe.

Learn about new features, recent launches, and other improvements in this Microsoft commercial marketplace update.

Discover the additional marketing benefits that can be unlocked through the GTM Marketplace Rewards program.