Promotional Toolkit: Salesforce Accelerate Launch Program

This document is for use to generate interest and promote participation in Salesforce Accelerate's upcoming Launch Program. Help us get the message out to potential ISVs who could benefit from this program at this particular stage in their journey.

🔗 Helpful Links

- Accelerate Launch Home Page
- How to log in to Partner Learning Camp Step-by-Step Guide

🛠 What's in this toolkit:

- About the program ⚓ What is Salesforce Accelerate Launch?
- ⚓🔊 How You Can Help
  - ⚓📥 Sample email:
  - ⚓🐦 Twitter Shareable Tweets
  - ⚓ Linkedin
- ⚓📷 Twitter Images to Use

👍 Checklist for Success

✔️ @mention @appexchange and/or @partnerforce in your social posts
✔️ Include provided imagery below

✔️ Add a personal touch to posts by customizing the copy
✔️ Share your excitement across each of your social channels including Twitter, LinkedIn, and Instagram.

What is Salesforce Accelerate Launch?

Salesforce Accelerate Launch is a journey designed specifically for ISV partners who are just about to pass security review and are now working to close their first deal on AppExchange. Our goal is to accelerate their path to landing their first customers.

Participants will be guided step-by-step through the process of closing their first deal and can take advantage of a curated Partner Learning Camp curriculum, 6 live online events led by subject matter experts, and opportunities to network with other ISVs who are at the same stage in their journey.

Here's a quick look at the journey we've laid out for closing their first deal:

1. Finding Perfect Alignment with Salesforce
2. Prepare Your Assets to Go to Market
3. Set Up Smooth Operations
4. Spark Your Marketing Engine
5. Get Your Sales Best Practices Boosted

WHO IS IT FOR?

This journey is perfect for ISVs who:

- Are in the process of listing their first application on AppExchange
- Have executed a Partner Application Distribution Agreement with Salesforce
- Have submitted for or passed Security Review
- Are setting up their PBO, LMA, and COA
- Are ready to market and sell their product
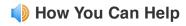- Are ready to follow up and work on leads

KEY DATES

The campaign will run from mid-April to the end of June. Our first Launch event kicks off on May 10th. For a list of all events, visit our official landing page.

HOW CAN PARTNERS PARTICIPATE?

ISVs can take advantage of any or all parts of the journey by simply registering and attending live events, working through the curated Partner Learning Camp content, and actively engaging with experts. No application is required.
We have pulled the list of relevant global partners who are at stage 4 and beyond and will include them in our Accelerate Launch email campaign. They will receive regular emails inviting them to follow on-demand courses in Partner Learning Camp or join upcoming events.

🔊 How You Can Help

You know first-hand which partners could benefit from this opportunity. Please help us spread the word by reaching out to eligible partners.

⬇️ **SAMPLE EMAIL:**

Subject: Close Your First Deal With Our New Salesforce Accelerate Launch Program

Hello xxx,

I am reaching out because you've been hand-picked to participate in our newest journey: Salesforce Accelerate Launch!

You are well on your way to listing your app on AppExchange but while you finalize those last steps, there is a lot you can be doing to make sure you are ready to start selling the moment you are live.

This is why we've curated the perfect set of resources, events, and coursework in one place to help align with Salesforce, nail your positioning, and set up smooth operations to get your first customer rolling in. Over the next few weeks, you'll be guided through any challenges that may arise and overcome obstacles that stand between you and a successful AppExchange listing. It's completely free and available to everyone on your team.

This is a perfect opportunity for you to get personalized advice and hands-on experience with our experts that you can't get anywhere else.

You can find all the details and register here: https://salesforceacceleratelaunch22.splashthat.com/. The first event kicks off on May 10. Note - you do need to register for the opportunity to connect.

If you can't make any of the live events, make sure to check out the on-demand resources and take the journey at your own pace by completing the PLC Curriculum.

Best,
[Your Signature Here]

📣 Shareable Tweets Salesforce Accelerate Launch Live Events

We have a great lineup! Share helpful info on resources and live events to get the word out with the **click-to tweets** below.

- **Salesforce Accelerate Launch Program Promo —** **Click to Tweet**
- **Salesforce Accelerate Launch Program Promo #2 —** **Click to Tweet**
- **Align with Customer 360 Live Event (Send up until May 9) —** **Click to Tweet**
- **Positioning and Messaging Workshop (Send up until May 23) —** **Click to Tweet**
- **App Exchange Listing Reviews (Send up until 06/01)—** **Click to Tweet**
- **Ask Me Anything: Packaging and Distribution Live Event (Send up until 06/07)—** **Click to Tweet**
- **Fundamentals of Marketing in the Salesforce Ecosystem (Send up until 06/14)—** **Click to Tweet**
- **Sales Excellence and Automation Best Practices (6/21) -** **Click to Tweet**
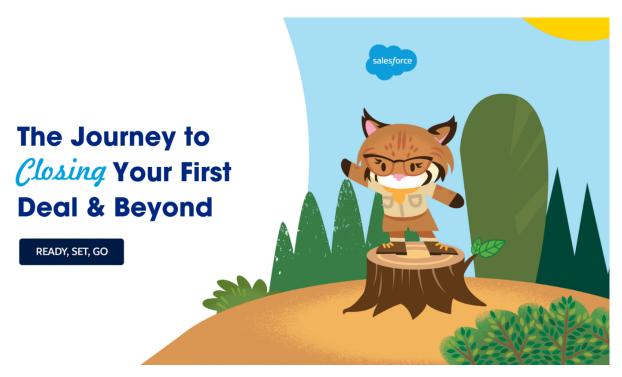

LINKEDIN

Salesforce Accelerate Launch has curated the perfect set of resources and live events to teach partners how to perfectly align with Salesforce, prepare marketing assets, set up shop, go to market, and seal their first deal.

If you're an ISV who is just about past Security Review and working to land your first customer, this is the perfect guided journey for you. We'll teach you how to perfect your AppExchange Listing and enable you on a set of tools to get your first customers rolling in no time.

Find out more by visiting the Salesforce Accelerate Launch program page: https://salesforceacceleratelaunch22.splashthat.com/.The first live event kicks off 5/10.

Happy Closing!

📸Twitter Images to Use

Positioning & Messaging Workshop

05/24/2022 | 8:30am - 10:00am PDT

READY, SET, GO

AppExchange Listing Reviews

06/02/2022 | 8:30am - 9:15am PDT

READY, SET, GO

Packaging
& Distribution
Ask Me Anything

06/08/2022 | 8:30am - 9:15am PDT

READY, SET, GO

Fundamentals of
Marketing in the
Salesforce Ecosystem

06/15/2022 | 8:30am - 9:30am PDT

READY, SET, GO