



Securing, Executing and Claiming MDF - a bitesize guide.

Like many sectors, the technology industry has been hit by the cost of living crisis which has resulted in smaller budgets and more frugal spending. Being offered money to boost your marketing efforts may therefore seem like a pipe dream...but believe it or not, it isn't!

It comes in the shape of Market Development Funding (MDF), however...

\$50bn

was left unspent last year by resellers in the US alone¹.

60%

average of all MDF funding goes unused².

Why?

Because businesses either don't know about MDF, or don't know what to do with it.

So, let's try and clear that up!

What is MDF?

MDF is a resource, granted by a vendor, which is allocated to indirect sales channel partners, including resellers, to pay for their sales and marketing programmes.

The concept is simple however each stage of the process has its challenges. Whether it's:



SECURING

EXECUTING

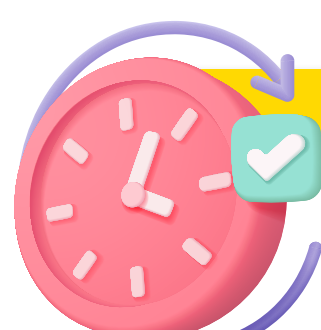
CLAIMING

DATE STAMPING

PROOF OF EXECUTION

However don't despair...as ResourceIT is here to help you navigate through that minefield.

Five top-considerations for MDF



1. Allocation frequency

Understanding the nuances of each vendor's MDF stipulations is crucial to any application. Vendors often offer MDF funding quarterly, with set execution and claiming deadlines, but these can vary.

2. Justifying projections

Vendors will have ROI goals, and as a partner you need to show them how your plans will be actualised. Whether it's what you will be spending on each initiative, or how the finance goals that have been approved will be achieved, these will all need to be considered and presented to the vendor.

To help justify your projections you should clarify:

- 1. Who the target market is**
- 2. What vertical they are in**
- 3. What the lead generation programmes will look like**



3. The submission process



Again, it's crucial to understand the application process for each partner, as they are often unique. **You need to find out:**

- 1. Who to submit the application to**
- 2. What documentation is mandated**
- 3. When the deadline is**

4. Follow-up

Within 90-180 days of approval, you need to present how the MDF has performed, and this is often a daunting task.

Document the leads, opportunities and ROI that resulted from the campaign and provide follow-up reporting and proof-of-execution on these MDF-backed programmes.

This helps the vendor evaluate the effectiveness of the allocated MDF, enabling them to build the case for securing additional funds next time around.



5. The importance of collaboration



As a reseller, it's important to collaborate with vendors to help drive positive sales and demand generation.

Get together and discuss what marketing activities are likely to be beneficial to you both, discuss objectives, strategise, and make sure your goals are aligned.

TOP TIP: Ultimately, vendors know their products and services best and will therefore have **valuable insights** regarding the marketing strategies that work best for them. Make sure you're proactively tapping into this knowledge and taking advantage of this.

It's great to have a specific point of contact. This means you can ask those all-important questions from the beginning of the process, which may include:

- What are the application deadlines?
- What activities are eligible for funding?
- Do I need to submit a marketing plan to request funds?
- When can I submit my claim for reimbursement and is there a cut-off date?
- Do I need to submit leads to qualify for reimbursement or future funding?
- Are there rules I need to be aware of that will render my claim inadmissible?

Entire claims can be rejected from just one minor spending error – ask all the questions you need to make sure you get it right.

How to spend your MDF

When considering how to spend the MDF that you have been allocated, you are likely, and understandably, considering what will generate the most ROI. However, you must also consider the amount of MDF you have, as well as the timelines required.

The three most common ways Market Development Funding is spent are:

<p>✓ Lead Generation</p> <p>The most popular way that MDF is spent.</p> <p>Telemarketing and email campaigns are often used, but digital campaigns are by far the most favoured – targeted approaches such as LinkedIn advertising have a higher ROI on average.</p>	<p>✓ Content Development</p> <p>Not all organisations are fortunate enough to have a dedicated marketing team. This is why MDF is often used to pay an external agency to create and leverage content across various touch points. Just be sure to have the key points and background information before you engage with an agency.</p>	<p>✓ Events</p> <p>MDF can also be used to support events.</p> <p>While it is important to check out the stipulations, these can typically be used on small group, in-person events, webinars, trade shows, and conference sponsorships.</p>
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✗ It's also important not to overlook expenses associated with certain MDF campaigns including:

STOCK IMAGERY	PROSPECTING	SHIPPING CHARGES	3RD PARTY LICENSES

We're here to help!

ResourceIT are **THE** channel marketing experts. Our extensive experience working in the channel, with organisations just like yours, means we are perfectly equipped with a knowledgeable, agile team to help maximise your MDF opportunity.

If you're struggling with complexity, we are set up to effectively **administer, manage, and measure** your MDF programme. We support partners by helping them **secure** and **execute** their MDF in the best way possible, and provide vendors with **approved, time-stamped** reporting and **POE**.

Get in touch today, and together we'll work to start making the most of your MDF opportunity.