

# 4 Tips to Maximize Local Marketing Budgets



## WHY IT'S IMPORTANT

Local marketing budgets, from market development funds (MDF), co-op budgets, product advisory councils and more, are key to providing sales channels with the resources they need to launch and support marketing campaigns. Simplify and streamline the allocation and management of marketing budgets to turn your company's investment into real sales that boost your brand's bottom line.

1

### MAKE YOUR BUDGET RESOURCES ACCESSIBLE AND EASY TO MANAGE.

- Give sales channels a clear view on what they have left to spend, and what they've already spent.
- Make sure the process is easy for users to review available campaigns, select programs they want to initiate locally and apply dollars to the campaign.
- Keep things simple for you, too, with one portal to assign, track and review local marketing budget requests.

2

### REIMBURSE QUICKLY AND PROFESSIONALLY.

- If you want to retain strong working relationships with superior channel partners, a proven process for prompt reimbursement is an important advantage.
- Aim for a simple submission process. For example, being able to scan and submit documentation electronically is easier and more efficient than submitting hard copies by mail.
- Many third-party vendors are small-to-medium-sized businesses that don't have access to cash to pay upfront for local marketing campaigns. They simply can't afford to wait for months to be reimbursed.

3

### PROVIDE MARKETING OPTIONS.

- Your partners know what will work best for their markets. Empower them to choose from several different branded campaigns.

4

### TRACK IT.

- Processes should be in place to ensure that spending data is tracked using budget management tools.
- Offer accelerated access to data and insights about what spending levels deliver positive results at the lowest cost per sale.
- Share best practices with partners. Let them know what's working well for other dealers or resellers.

## BETTER LEVERAGE LOCAL MARKETING DOLLARS AND HELP BOOST SALES.

Nearly half of all co-op and MDF dollars are left unused. This equals missed sales opportunities for your company. Work closely with partners to develop a genuine marketing partnership.

## GAIN CONTROL OF LOCAL MARKETING BUDGETS.

Learn more about how a local marketing budget system can help maximize budgets and boost sales.

Visit [vya.com](http://vya.com) or call 1-800-426-7921.