



# STOP LEAVING MONEY ON THE TABLE!

Best Practices to Help Resellers Secure MDF  
and Drive More Revenue



# Thank you for joining us today!

- This session is being recorded for replay.
- We'll be in listen-only mode during the presentation.
- Please submit questions via the Question Panel.
- Questions will be addressed in the Q&A session at the end of the presentation.





# OUR SPEAKERS

Jen Evans

Founder, B2B News Network



Jen is an award-winning B2B marketer for twenty years and got her start in the channel selling CheckPoint firewalls as a VAR. She is an expert in content marketing for B2B lead generation and founded SqueezeCMM and B2BNN to make niche + channel marketers' lives easier. She has spoken extensively throughout the US and Canada.

Gayle Kosokowsky

General Manager, The Mezzanine Group




Gayle has 20 years' experience in B2B marketing, lead generation, business development, consulting, training, CRM and Marketing Automation implementations. Gayle understands how sales and marketing work together to drive results.



## What We'll Discuss:


1. 2018 MDF trends to watch for
2. How MDF can generate more revenue
3. Marketing tactics that get results
4. How to qualify for and secure MDF
5. Pitfalls and tips for optimizing MDF spend
6. Achieving and demonstrating ROI





# DID YOU KNOW?

Though brands allocate \$70 billion to co-op/ MDF, only half of those funds are used.<sup>1</sup>







# POLL:

Tell us a little about your background:

A. VAR

B. Vendor

C. Channel Marketer

D. MSP

E. Other



# Co-op Versus MDF

## What is Co-op?

Co-op funds are vendor marketing funds made available to resellers. They are often accrued as a percentage of sales. It is predictable (based on % of sales) and flexible in how its used, making it great for on-going programs.

## What is MDF?

Market Development Funds (MDF) are discretionary and independent of sales. They are often allocated by campaign, based on partner level and might have additional requirements like using specific partners and requiring approval.

# MDF Trends

- Greater demand to prove ROI
- Trend to digital marketing vs. traditional marketing
- More technology - plan to use software to submit your plans
- Privacy legislation (i.e. - GDPR) puts more responsibility on the marketer to be compliant



# How Can MDF Help You Generate More Revenue?

- Boosts and complements your own local marketing efforts
- Supports lead generation and nurturing
- Drives sell-in and sell-through
- Supports customer acquisition and retention
- Co-promotes OEM brand awareness and awareness of your company
- Enables experimentation with new tactics

A background image featuring several sharpened colored pencils in various colors (purple, blue, orange, yellow, green, pink) scattered across a white surface. A horizontal blue band is overlaid across the middle of the image, containing text.

# DID YOU KNOW?

B2B tech companies are spending 50% of their own marketing funds on digital, yet only 1% of their MDF on digital.



# Digital Marketing Is The Key

- 94% of B2B buyers are doing their own research online before they are even ready to engage with you,<sup>1</sup> so your marketing must do the talking for you.
- On top of that, 71% of online B2B searches start with a generic search,<sup>2</sup> which means that prospective customers are looking for a product to fill a need - not your specific product. It's your marketing that must persuade them to consider you.

(1. Accenture; 2. Google)

# Tactics That Qualify

How do you reach today's buyers who are doing almost all of their research online? Digital marketing!

- Content marketing (blogs, articles, newsletters, ebooks and more)
- Email campaigns (for lead generation and nurturing)
- SEM (search engine marketing)/Paid Search



# Expert Tips

Here is what we have learned:

- Build your email list. These campaigns will do that for you but consider programs or services to get you there 50% faster!
- Micro-targeting by interest and geography can help you identify and cultivate niche audiences.



# POLL:

Which digital marketing tactics do you use?

A. Content marketing  
C. SEM

B. Email marketing  
D. Other



# Common Pitfalls VARs Face With MDF

- **Skills Gap.** Obtaining MDF requires people who have experience with the channel, digital and content marketing.
- **Complex Requirements.** Vendor programs are complex and change often and quickly, making it difficult for VARs to track - let alone access - programs.
- **Stringent Reporting.** Vendors often have complex reporting processes to track ROI that are difficult for VARs to implement.

# How To Qualify For And Secure MDF

- Go to your Channel Manager when you have an idea.
- Remember its their job to help you be successful.
- They know what other resellers are doing so can help you focus and refine your program or find own your own audience.
- They can help make sure you understand and meet the requirements.
- Establish and prove you can track budget, outcomes, goals, etc.

# Tips For Optimizing Your MDF

- Understand vendor programs and stay on top of their changes.
- Include multiple vendors wherever possible.
- Include MDF activities in your annual marketing plan.
- Establish relationships with OEM channel marketing managers to ensure you are kept in the loop on new opportunities/program updates.



# Think Digital Marketing

Digital marketing is effective because it:

- Allows you to test what works.
- It is relatively inexpensive.
- You can change course quickly, allowing you to change and optimize as you go.
- Runs 24/7/365 instead of off and on campaigns.

# Measurement Is Key

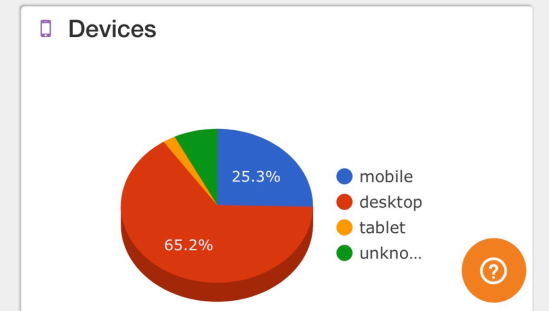
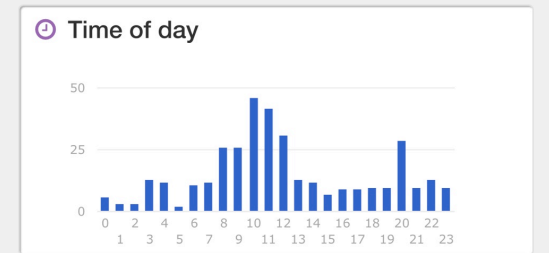
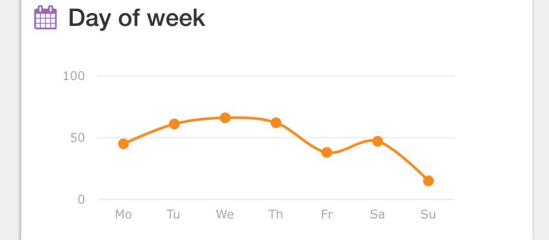
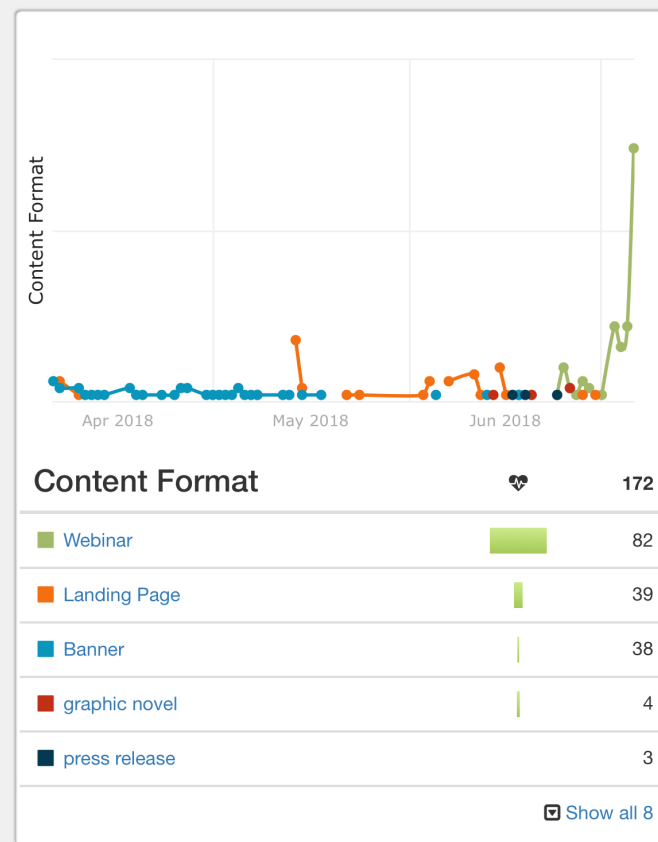
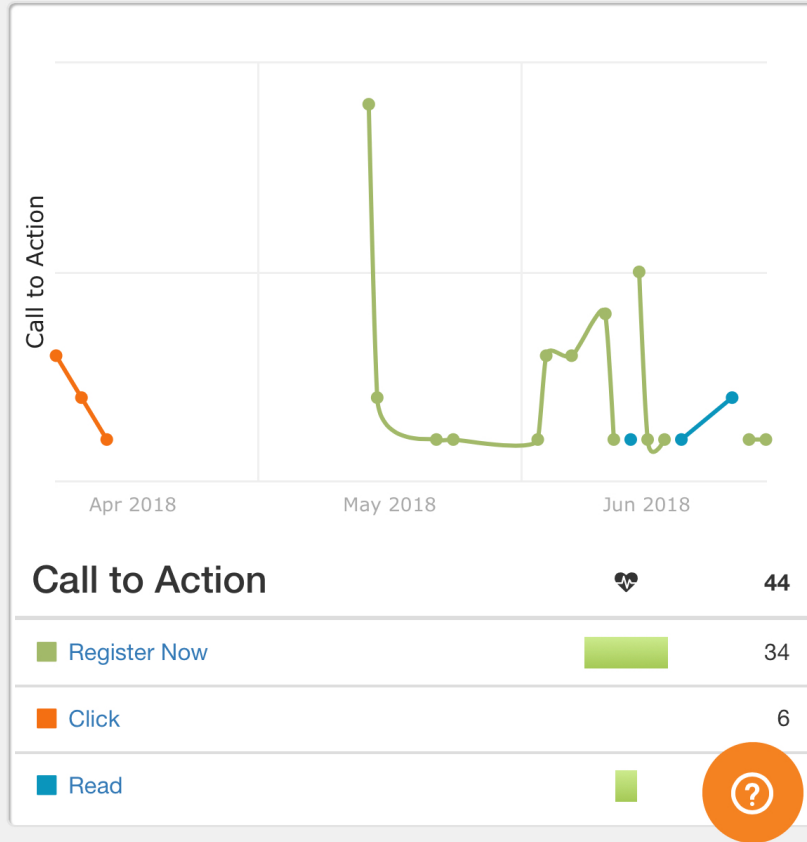
Measurement is required in every program.

Analytics platforms can help you understand prospect behaviour and measure and improve campaign performance.

Share your analytics dashboard with your partner for real-time reporting.

This means more MDF going forward!

# Sample Reporting





# Get Targeted

It's all about niches; you can target B2B buyers and researchers in a non-invasive, granular, cost effective way.

IP targeting is based on past internet content consumption patterns: topics, channels, formats.

Interest-based targeting on social media makes outreach based on social profiles, bios possible + cost effective.

Partner with agencies or platforms to access niche targeting data that generates much higher response rates.

# Conclusion

If you only remember three things from today:

- Think of MDF as holistic and not just a campaign
- Be strategic by using data (and targeting!)
- Develop a strong relationship with your Channel Manager



# Questions?

To ask our speakers a question, type your question into the Questions Panel located in the bottom right portion of the screen.



# Thank You For Joining Us Today!

[www.b2bnn.com](http://www.b2bnn.com)

**Jen Evans**  
Founder

[jen@b2bnn.com](mailto:jen@b2bnn.com)  
416.346.3262

[www.them ezzaninegroup.com](http://www.them ezzaninegroup.com)

**Gayle Kosokowsky**  
General Manager

[gaylek@them ezzaninegroup.com](mailto:gaylek@them ezzaninegroup.com)  
416.276.9885