

Leveraging Your MDF Program to Drive Effective Channel Marketing

THE **CHANNEL** CO.™ | **IPED**® Consulting

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25+ years of Partner
Channel
Management,
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- Prior to joining IPED, Mike was the Global Channel Marketing Vice President for IBM. This included IBM's entire software, hardware and services portfolio. This global responsibility covered establishing the indirect channel strategy, Partner Programs, GTM plans, Communications and Enablement support for their entire ecosystem.
- Before leaving IBM Mike was asked to lead the Global Software Channel Sales team and help accelerate the transformation of the software channel to a subscription SaaS based model from a traditional resell only model. This included assisting partners to transform their business models to support Watson AI capabilities as well as cloud SaaS based solutions.
- Mike also held the Mid Market Global VP role at IBM for several years. This included managing the Brand agency, all Demand Generation and Campaign planning and managing the Geo execution plans through a well defined cadence process.
- Prior to IBM he was the Vice President of Channels and Field Marketing at Vignette as employee 20, from the pre-IPO stage to a \$250M software public company. He was responsible for building the indirect channel strategies, plans, programs and alliance marketing across all geographies.



Today's Objective

Share insights and personal experience on best practices, areas to focus on and tactics that will maximum your MDF Program dollars and improve ROI

Leveraging Your MDF Program to Drive Effective Channel Marketing



Program Structure



Funding



Campaigns & Content



Marketing Enablement



Metrics

Key Considerations



Establish clear criteria and rules on what qualifies for reimbursement



Minimize program changes .. Too many changes leads to confusion



Don't over engineer your program, too many programs create complexity



Limit the number of vendor approvals



Design globally, execute locally (Program consistency around the world)



Advanced planning .. **Allow for 6-12 month campaign plans** (not every month or quarter)

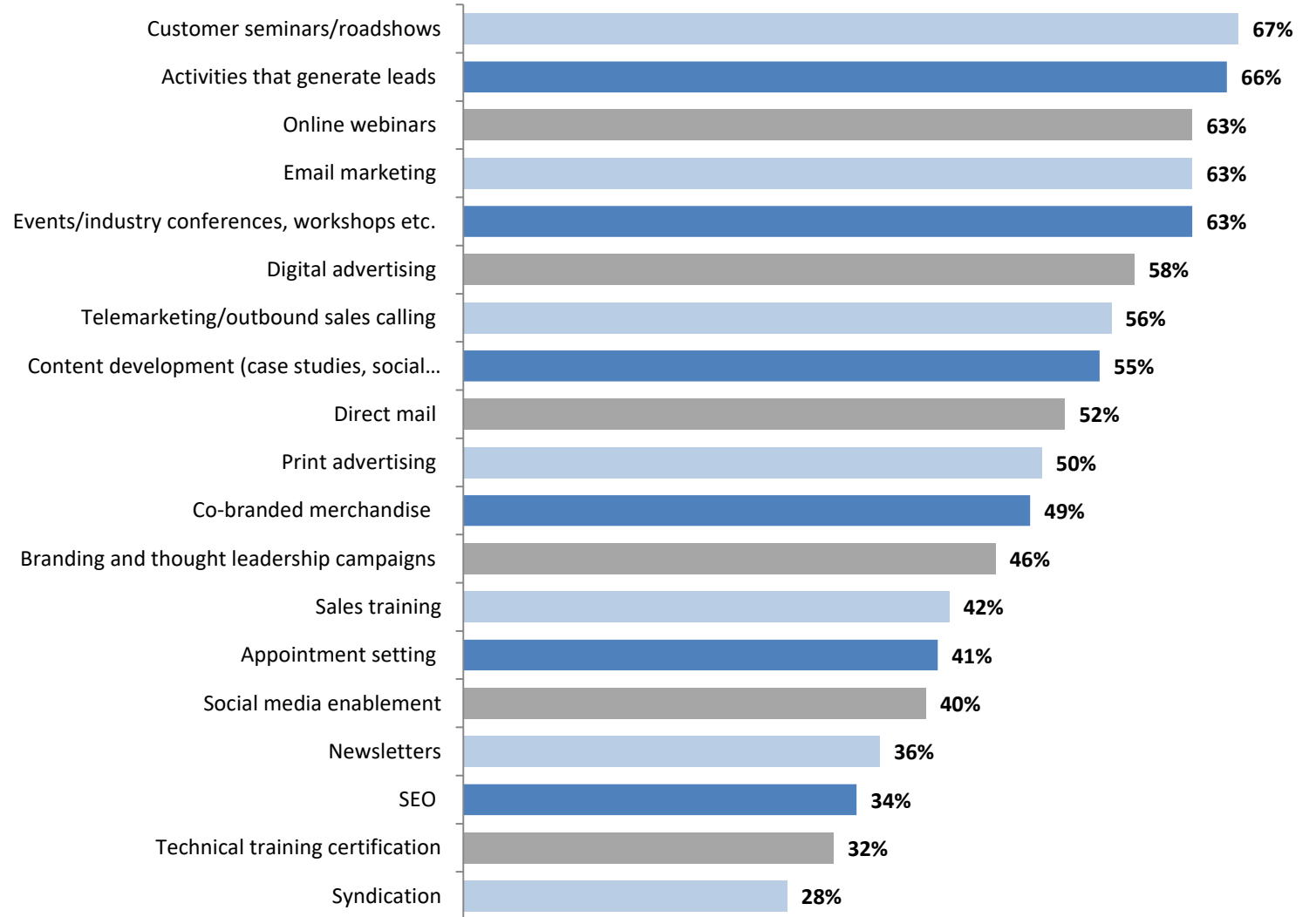
Keep it simple!

Program Definition

Goal of building an MDF Program

- effectively demonstrate your value to channel partners
- create (or help your partners create) customer demand for your products

Vendor Reimbursable MDF Activities



Source: *The Channel Company Partner Program Guide*

Leveraging Your MDF Program to Drive Effective Channel Marketing

- ▶ Program Structure
- ▶ **Funding**
- ▶ Campaigns & Content
- ▶ Marketing Enablement
- ▶ Metrics

Key Considerations

- ✓ Understand your company funding model / approach (this is a 2-way street)...
these are external commitments
- ✓ Understand and secure your full year MDF budget (where possible...allow for changes)
- ✓ Is your Program 100% vendor funded, 50/50, 75/25
- ✓ Be clear on what is funded
- ✓ Simple and fast turnaround on reimbursements



Understanding How MDF is Funded

There are financial guidelines regarding accounting practices to which your business is accountable - even for MDF. Each company may interpret them differently, so we **encourage you to engage with your financial organization** to help you better understand how they impact your MDF program.

The two accounting approaches that affect MDF are:

Operating Expense



- The payment covers a service by the partner that offers **a clear benefit to you**
- The benefit is **clearly separable from the sales** relationship
- The benefit has a “fair market value” and could be purchased **from another source**
- You have obtained **proof of performance** to reasonably estimate true costs

Contra-Revenue or Chargebacks (revenue reversal)



- Associated with a **specific customer or partner sales** transaction
- Any expense that can be construed to be **part of pricing**:
 - sales allowance
 - promotional bundles
 - returns or discounts
- **Partner driven** and designed vs. vendor-driven

Is the Vendor in Sync with What the Partner Really Wants?

- Not all vendors fund the same things through MDF.
- Understand the difference between value, preference and habit.
- Set clear expectations with partners for what does and does not qualify for funding under your program.

Commonly Funded

- P** **V** Co-Marketing Support
- V** Ready-to-Go-Campaigns
- P** Co-Marketing Events
- Communications Programs
- Content Access/Curation (new)
- Digital Marketing (new)
 - Ads, Banners, SEO, Social Media
- Print Advertising/Collateral

Alternative Uses of MDF

- P** Onboarding
- P** **V** Product Champions (funded headcount)
- Sales Training
- P** Technical Training & Certification
- Technical Pre- and Post-Sales Support
- Sales Incentives (SPIFS)
- Building out a datacenter or Center of Excellence

- P** Partner Favorite
- V** Vendor Favorite

Utilization of MDF funds for sales enablement activities is on the rise, but not yet covered by many MDF programs

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- ▶ Metrics

Key Considerations



Effective ROI on campaigns require strong value props and messaging



Identify with the target audience/persona (what makes them tick)



Successful digital marketing requires personalized, rich and targeted content



Partner comments too often are “vendor assets are often generic, all the same”



Is your target audience new or existing?



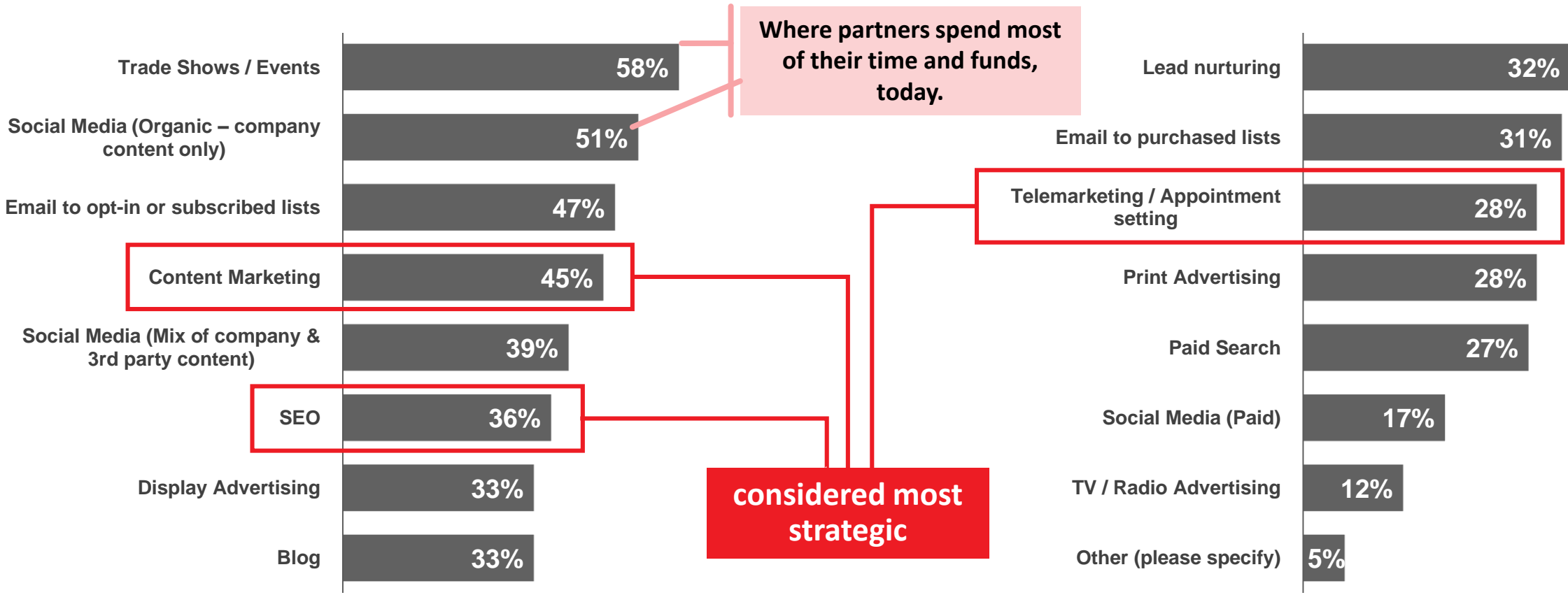
Are your marketing campaign tactics integrated or a bunch of piece parts?



Have you performed an audit on your partners websites?

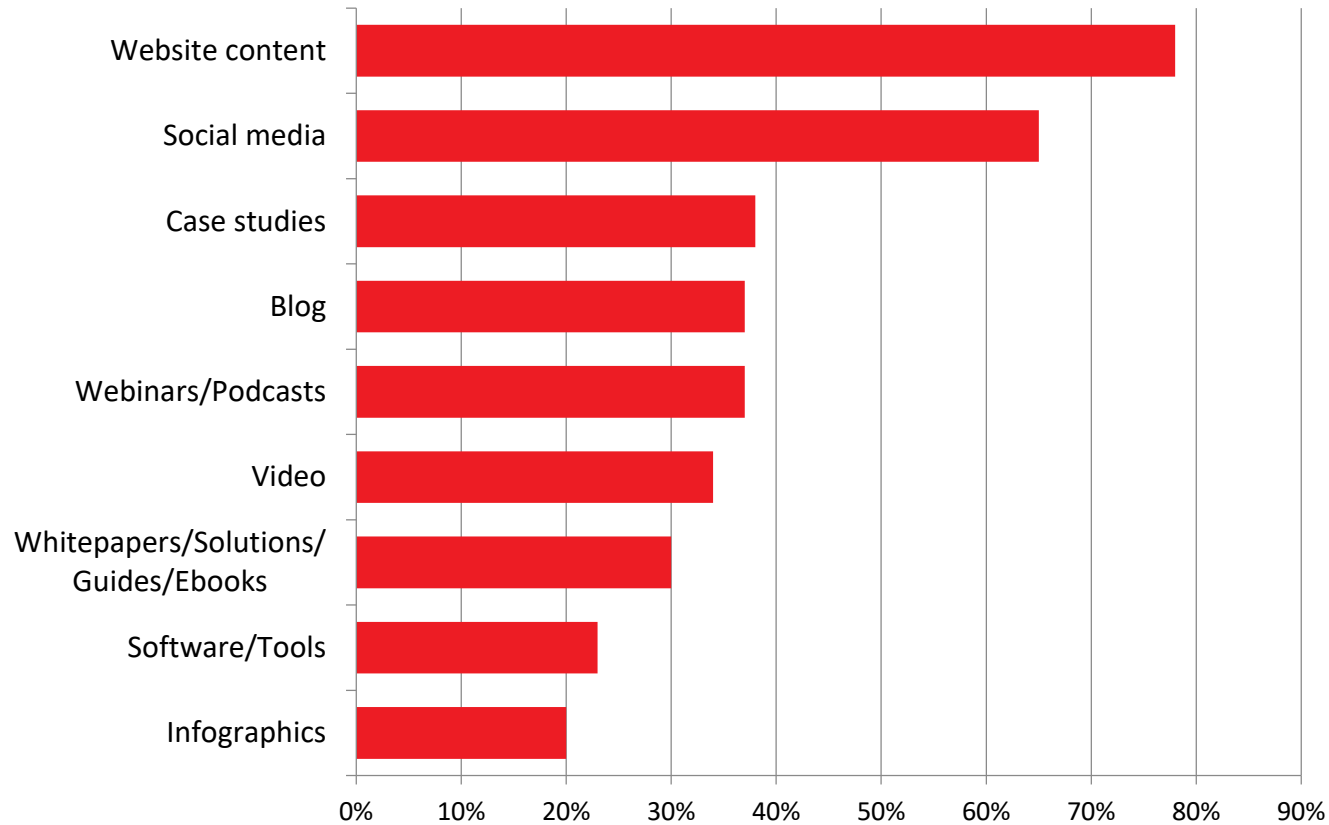
Old Habits Die Hard

Content marketing, SEO and telemarketing are considered by partners to be the most strategic marketing activities but trade shows, events and social media visibility are still the most commonly utilized.



Getting Social with Integrated Digital Campaigns

Most partners focus on a free digital presence
(website, basic social media presence with static content)



Source: IPED State of Partner Marketing Study



Top-Tier vendors build thought leadership through strategic planning and funding (writing, infographics, video, blogs, campaign coordination)

Consider Content Sharing and Social Media Funding to Ensure Partner Alignment with Your Campaigns

- ✓ **Paid** vs. Organic SEO
- ✓ **Content Campaigns** vs Content Posting
- ✓ **Strategic Content** vs. Linked Content
- ✓ **Thought Leadership** vs. Static Presence

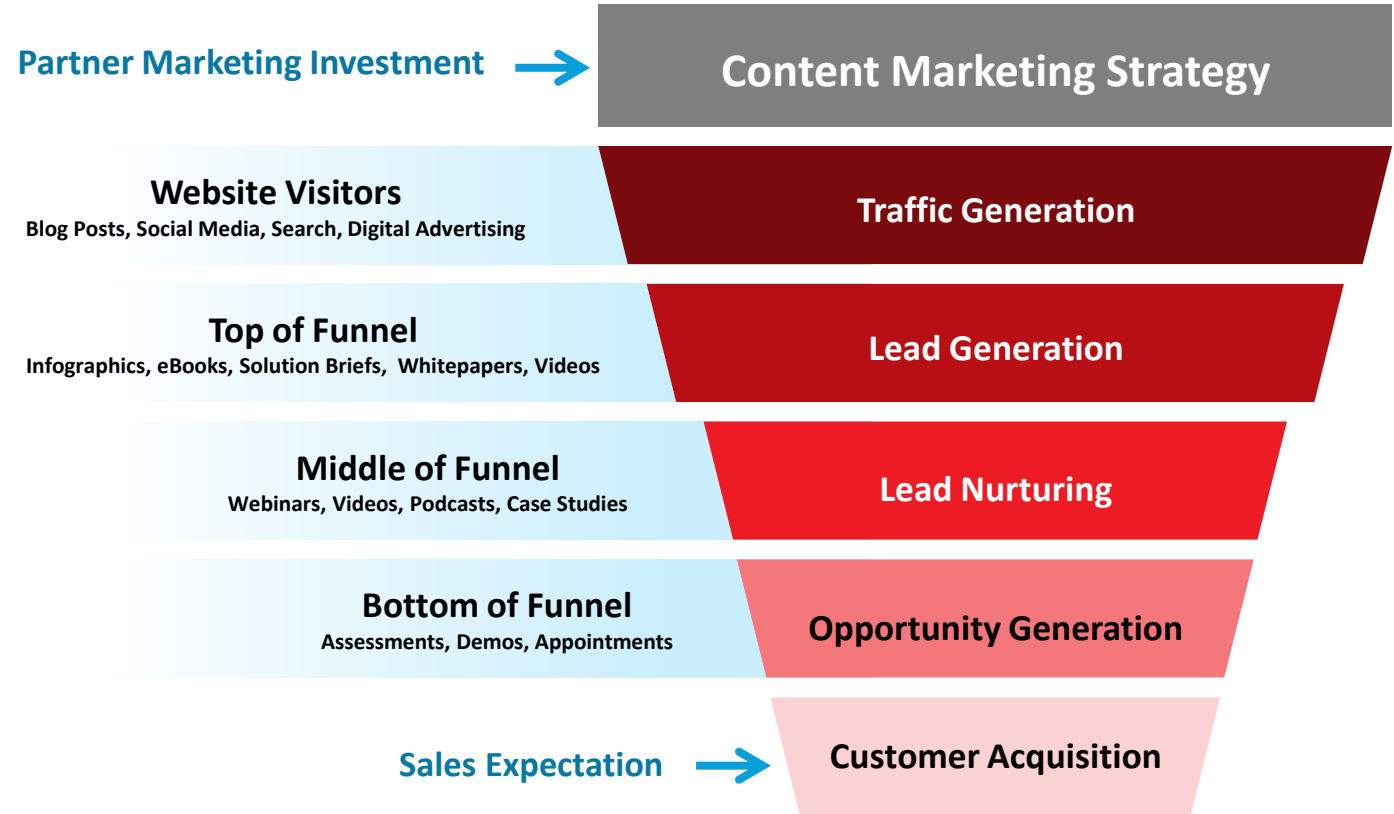
Good Content Drives Sustainable Campaigns

The goal of co-marketing is to increase demand that will lead to more sales.

Most partners understand the sales funnel concept.

But many don't realize that marketing is involved in the top (TOFU), middle (MOFU) and bottom (BOFU) of the sales funnel.

Good marketing content, whether digital or print, is critical to achieving sustainable marketing campaigns that identify, nurture and generate qualified leads for sales.



Campaigns

mar•ket•ing cam•paign

1. A series of coordinated activities designed to help market a product or service.

Collins English Dictionary

MDF funded campaigns should be emphasized and approved over individual marketing activities.

Coordinate partner campaigns timing with your corporate or Brand campaigns.

INTRODUCTION
Why Participate?



Zero Cost
 HPI is completely funding the program for you to help you drive sales.



5 Minutes
 Our program only requires a couple minutes of your time each month.

Impress Customers
 Stay top of mind with your customers so the next time they have IT needs, they think of you.

Great Content
 We craft topical articles each month to engage your subscribers. We also feature offers from HPI for them to take advantage of.

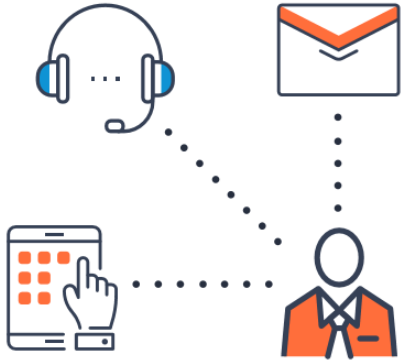
Grow Business
 Get and pro

INTRODUCTION
Lead Generation



We use a combination of action emails and telemarketing to deliver leads to participating partners.

You will also be rewarded for sharing your HPI sales results with our Gift Card Incentive Program.



Leveraging Your MDF Program to Drive Effective Channel Marketing

- ▶ Program Structure
- ▶ Funding
- ▶ Campaigns & Content
- ▶ **Marketing Enablement**
- ▶ Metrics

Key Considerations



**Clarify What is
Marketing
Enablement**

Communications
Training
Marketing Support

CLARIFY



**Short and Regular
Emails to Partner
Community from
Channel Chief**

(hot links to content
with descriptive
subject line)

COMMUNICATE



**Sales,
Technical,
Exec Audience**

TARGET



**Training via
CBT Online**

ONLINE



**Webinars are
Effective Training
Tools**

TOOLS



**Leverage
Your VAD**

VADs

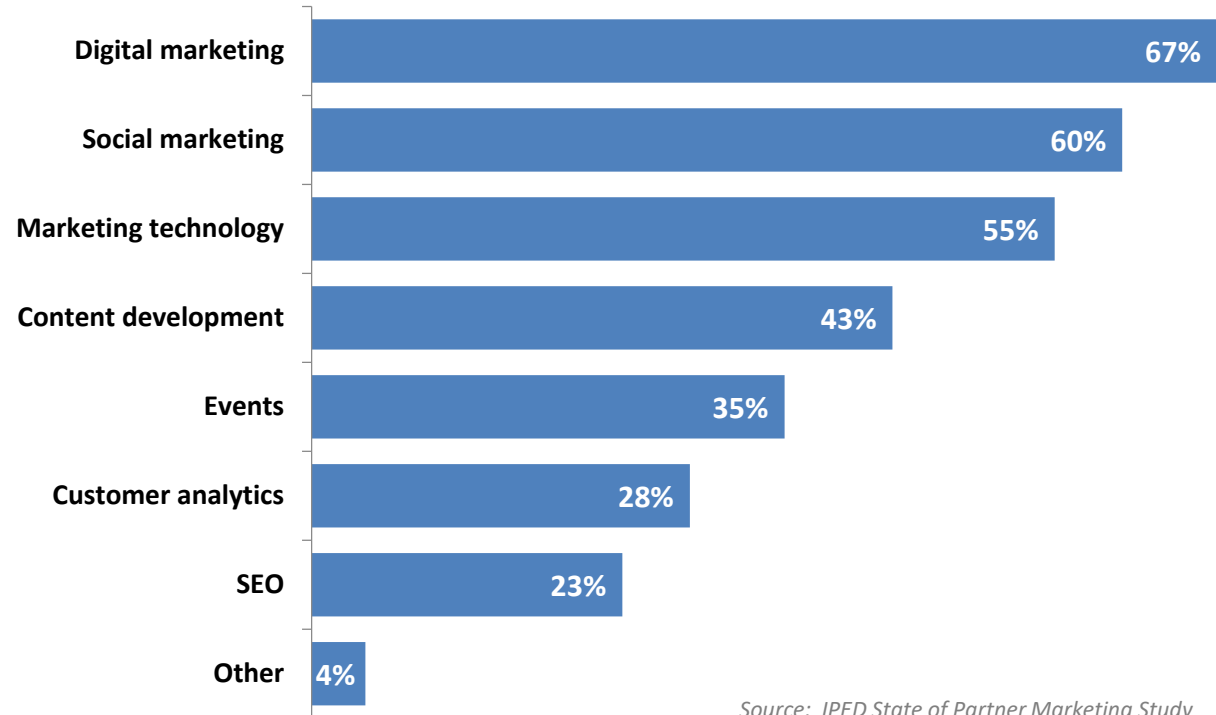
4 Top Marketing Skills

Partners Have Gaps In or Lack Marketing Resources and/or Skills

Provide them with training in the following areas:

- Digital Marketing
- Social Marketing
- Marketing Technology
- Content Development

Skills Desired in New Marketing Employees



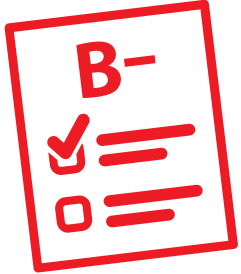
Source: IPED State of Partner Marketing Study



New marketing staff needs digital skills

Training New Talent. Solution providers are planning to hire new marketing talent. They need vendor training & tools for digital marketing techniques and best practices.

Communications & Skills



Room for Improvement

Only 9 vendors in our 2019 Annual Report Card survey scored more than 80 points out of 100 for partner marketing support.



- Simplify processes
- Provide marketing skills development
- Consistent, meaningful communication
- Automate program execution
- Leverage distribution resources

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Key Considerations

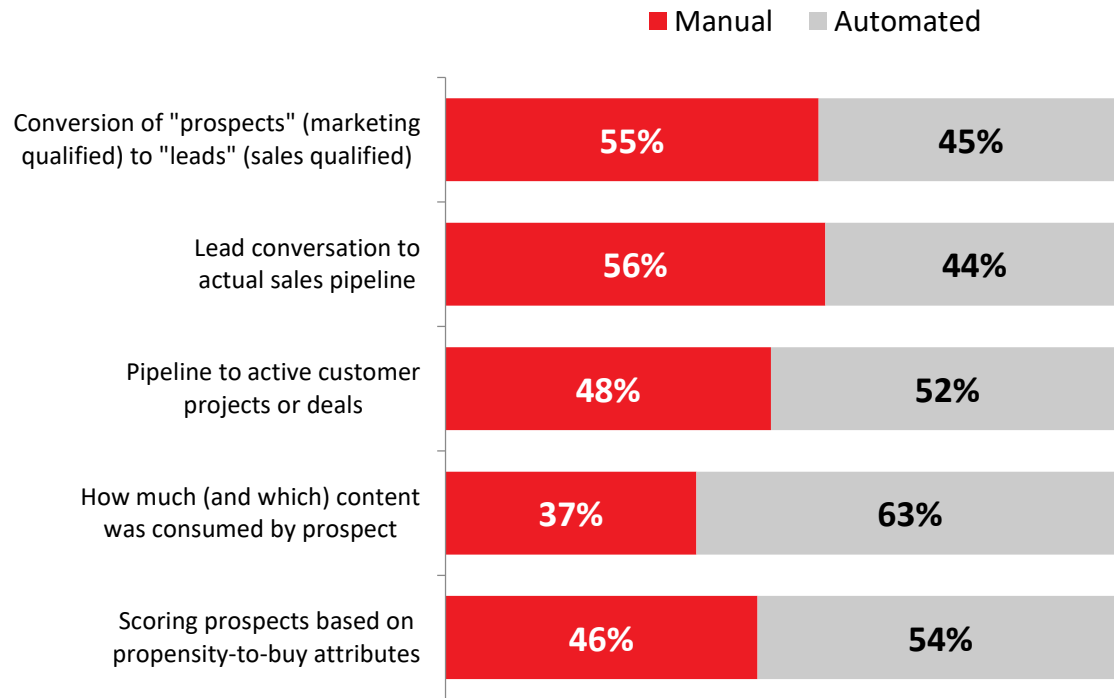
- Focus on the Right Metrics
- Don't Go Overboard
- # Leads Generated vs Dollars Spent
- Actual Deals Closed from Leads
- Create Scorecard, Share with Team



Measure the Right Things

Effective marketing generates prospects and qualified leads. Effective sales closes customers. Measure both!

Lead Nurturing Automation Methods



Source: IPED State of Partner Marketing Study

Select marketing automation tools that provide:

- Complete oversight to marketing
- Engagement and Leads, not just sales conversions.
 - **84%** have no marketing automation system
 - Lead Nurturing is the **#1** marketing use model, yet **>50%** of partners **have no lead nurturing** system or process (manual or automated)
 - About **50%** of those that do track lead conversions do so **manually**

Partner's Perspective – What They Want From Vendors

PARTNER REQUIREMENTS TO IMPROVE THEIR MARKETING

- ✓ Robust self-serve content
- ✓ Easily customized content (e.g., client microsites branded to the partner)
- ✓ Access to third party agencies and specialized suppliers (video, digital campaigns)
- ✓ Easy marketing automation to monitor digital lead nurturing campaign responses
- ✓ Designated & consistent marketing staff to help plan sustained campaigns
- ✓ Automated access to proposal-based MDF
- ✓ Vertical market campaign materials & staff with specialized marketing insights



The key to success is how to align the partner's needs with your funding model.

Additional Resource



IPED Channelytics Playbook
“Developing a World Class
MDF Program”.

This playbook was emailed to you on Monday, Feb. 24th and includes a combination of “what” and “how-to” guidance, along with market analyses and trends.

We’ve also included some examples of which companies are doing it right.

Channelytics®

Developing a World Class MDF Program

Market trends and best practices in channel co-marketing programs, management and funding models

IPED Consulting THECHANNELCO.

Channelytics®

02 Program Basics

Program Musts

Content is king – Good collateral helps your partners sell

- Organize your library with digital access
- Automate content co-branding
- Feature white papers/use cases that solve business problems

Communicate regularly

- Programs: details, resources & utilization tips
- News: products, campaigns, corporate
- Skills Building: solutions selling, digital marketing trends, training schedules

Simplify engagement processes

- MDF submissions & approvals
- Content access and customization
- Training access and reimbursement

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Which Vendors Are Doing the Best

(based on partner anecdotal data)

Overall Communication

#1 Microsoft #2 Cisco

Co-Marketing Support

#1 Microsoft #2 Datto

Sharing Sales & Marketing Content

#1 Microsoft, Cisco #2 Datto, Dell (tie) #3 HP/HPE, Intel (tie)

Co-Marketing Funding

#1 Microsoft, HP/HPE (tie) #2 Datto, Lenovo #3 Intel

NEARLY 2/3 of partners ranked access to product collateral from vendors as the most important resource

59%

ranked access to digital content like white papers and blogs delivered via social media most important

Source: IPED State of Partner Enablement study (N = 15)

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MDF Program Structures

MDF programs come in all shapes and sizes. We will cover the following:

- 01 | Funding Your MDF Program**
- 02 | Program Basics**
- 03 | Program Structure**
Marketing Engagement Models and Desires
Preferred Activities for Vendors vs. Partners
Strategic Elements and Focus
Campaigns vs. Activities
Frictionless Engagement – Tools, Templates, Content Strategies
- 04 | Marketing Enablement**
The Opportunity to Differentiate
Partner Defined Needs and Skills
Quality and Consistency Through Enablement Tools
Leveraging Distribution Reach and Resources
- 05 | MDF Automation**
Marketing Automation, PRM Systems, Digital Marketing Platforms

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03 Program Structure: Common MDF Program Elements

Your primary role in building an MDF program is to effectively demonstrate your value to channel partners and create (or help your partners create) customer demand for your products, typically delivered within their offered solution sets.

Be sure to cover the basics, including digital, before funding sales and technical leaning activities.

Vendor Reimbursable MDF Activities

Activity	Percentage
Customer seminars/readshows	67%
Activities that generate leads	66%
Online webinars	63%
Email marketing	63%
Events/industry conferences, workshops etc.	63%
Digital advertising	58%
Telemarketing/outbound sales calling	56%
Content development (case studies, social content, blogs, solution briefs, etc.)	55%
Direct mail	52%
Print advertising	50%
Co-branded merchandise	49%
Branding and thought leadership campaigns	46%
Sales training	42%
Appointment setting	41%
Social media enablement	40%
Newsletters	36%
SEO	34%
Technical training certification	32%
Syndication	28%

Source: The Channel Company Partner Program Guide

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THANK YOU

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