



How many deals did your marketing budget buy you?

PART 4: Maximising Performance from MDF and Channel Programmes

Higher Performing Demand Creation
from **The Point Company** and **Amigos Network**

In our series on maximising the ROI of your marketing budget, we've covered topics on overcoming sales apathy and harnessing the power of engaged buyer communities.

Now, in Part 5, we aim to unveil how brands can further build more value and return through Market Development Funds (MDF) while optimising partner relationships.

MDF – What's the point?

Sometimes we wonder! This funding is there to support partners in local markets to sell products from the vendors. These vendors share the risk by providing a budget for them to find new opportunities and grow market share, optimising partner relationships.

We acknowledge lead generation is just one aspect of what the funding is used for and it's this we focus on here.

Fundamentally, by allocating an MDF budget, brands expect to use the relationship to expand

their reach without bearing the full financial brunt of those initiatives, leveraging the local expertise and client base of their partners.

Funds are made available in target markets but often remains unallocated because the value of the output can't be guaranteed.

Either that or they've tried with individual partners previously and can't repeat the exercise because it failed to deliver on expectations.



Leveraging partner relationships for maximum impact

Channel partners possess a goldmine: a pre-established rapport with their existing customers and potential prospects.

Their relationships, insights, and ground-level knowledge can dramatically amplify the effects of a marketing campaign.

The caveat here is they have limited resources and sell multiple vendor brands.

One of the only ways to optimise funding is to offer them a programme that requires minimal effort from them (even less effort than “campaigns in a box”), whilst giving channel managers the visibility they need to easily work with them on sales engagement.

Market Activation™ is an all-in-one program that simplifies marketing efforts all around so that vendors can tap into these local networks more effectively.

Here’s how:

1. Streamlined processes:

A centralised program that does the heavy lifting for partners means they can focus on their core competencies without getting bogged down by complex marketing efforts. This encourages more partners to participate and drive sales engagement – their primary value to you.

2. Consistent messaging:

By providing partners with a unified marketing program, brands ensure that their messaging remains consistent, regardless of the region or partner executing the campaign.

3. Feedback loop:

Collaborating closely with partners on marketing initiatives creates a continuous feedback mechanism. Brands can gain first hand insights into local market dynamics, customer preferences, and campaign effectiveness, enabling them to adjust strategies in real-time.



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4. MQL progression:

Sales apathy with MQLs is well reported. It's a known fact that many of these valuable nuggets only ever get one call because they are deemed too 'cold'. This is a significant point of failure in the majority of MDF programmes.

As a vital part of our service, we use graded co-branded intent leads relating brand to create sales appointments ready to hand over to your partners.

5. Continual, not quarterly:

What can we say? Buyers don't play in your quarters. You need to be there for them **52 weeks of the year** and demonstrate continual engagement and results from your programmes to be successful.

Enhanced ROI from MDF budgets

Effective utilisation of MDF budgets is about more than just disbursing funds.

It's about strategic collaborations, aligning goals, and ensuring partners have the tools and support they need. When done right, the results can be transformative.

Increased reach:

By tapping into the local networks of partners, brands can reach corners of the market that may have been inaccessible or too costly to approach directly.

Cost efficiency:

Sharing the financial burden of marketing campaigns with partners ensures that brands can achieve more with less.

The combined expertise and resources lead to campaigns that resonate better with local audiences, delivering a higher ROI.

Sustained engagement:

Continuous collaboration with partners, fuelled by MDF budgets, fosters long-term relationships.

This not only ensures consistent market penetration but also leads to partners becoming genuine brand advocates.



Conclusion:

The strategic allocation of MDF budgets can revolutionise the way brands approach local markets.

By streamlining processes, maintaining consistent messaging, and cultivating strong partner relationships, brands can extract exceptional value from their MDF investments.

As we wrap up Part 4 of our series, it's evident that the right marketing investments, coupled with robust strategies and collaborations, can significantly amplify returns.

**After all, it's not just about spending,
but spending wisely.**



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A Win for buyers – a win for you

Our team of experienced marketing and sales professionals offers a comprehensive, plug-and-play demand creation service based on proven community marketing strategies.

Building relationships and trust

By leveraging our buyer community engagement to generate high-intent leads for individual brands, this programme adds real value and certainty to your marketing and sales initiatives.

Smart marketing

We recognise the challenges faced by today's tech buyers and the increasing costs businesses incur to attract them.

That's why we've developed services that support buyers throughout their decision-making journey, while delivering qualified appointments to your sales team.

First-call in the 'Last Mile'

With our Market Activation™ approach, we provide a transparent, results-driven process that ensures better sales outcomes and a clear path to growth. Because we create the initial digital touchpoint to the first call in the last mile in the sales cycle, we're able to be ourselves accountable for measurable success.

Economies of scale

Our services are flexible—designed to integrate with established teams, serve as a complete go-to-market solution for businesses lacking resources or leveraging greater value from channel partner relationships. Scalable across multiple markets, our plug-and-play model offers significant economies of scale.

Organise a Demo

Discover how our solution can enhance your demand creation efforts, letting you focus on building meaningful relationships with your customers.

Visit us at www.theamigosnetwork.com to learn more, or book a meeting today to see the difference firsthand.