



## Boost Revenues and Partner Satisfaction with Expert Marketing Resources

The vast majority of MDF and Co-Op funds are not utilized for a number of reasons including:

- Fear of the Unknown: Most partners lack marketing resources to plan and execute marketing activities.
- Use It or Lose It: Deadlines imposed by vendors are too cumbersome for partners.
- Once Burned: Past failures with MDF usage, either lack of reimbursement or ROI effect partner attitudes.

Empower your Channel Partners to boost revenues and partner satisfaction by ProActively providing them expert marketing resources.

### ProActive Partner Enablement

Amazon Consulting proactively engages partners with the marketing resources and expertise they need to successfully leverage the funds available to them in order to generate and close sales opportunities.

Most Solution Providers prefer to generate their own leads, which they consider "hotter", more qualified and more likely to close. Inevitably, they find the challenge with marketing programs more challenging than funding alone when they lack the marketing expertise to successfully generate demand. Upgrade your partners' marketing team and upgrade the return on your marketing investment.

“MarketPro is a practical solution to the MDF Dilemma...the key to MDF Success”

### Steps to MDF Success

Amazon Consulting helps you realize a better return on your MDF investment in a few simple steps:

- 1 Contact us to discuss establishing a virtual, outsourced MarketPro Team to engage your partners.
- 2 Your Amazon Consulting MarketPro Team will proactively promote MDF and Co-Op activities that meet your MDF guidelines to your partner community, and act as an approved, centralized, MDF-funded source for the marketing help your partners need.
- 3 Your MarketPro Team will create and execute a wide range of effective lead generation activities based on proven templates customized to your partners' specific needs, including:
  - Direct Marketing Campaigns (Mail & Email)
  - Collateral Development
  - Telemarketing Programs
  - Event Production (Seminars and Webinars)
  - Sales Incentive program execution
- 4 Partners will enjoy the confidence of working with seasoned partner marketing professionals to design and execute their MDF/ Co-Op funded activities.
- 5 You will enjoy the benefits of improved MDF usage, including:
  - Scalability: Easy to scale resources up and down based on current needs
  - Reduced Risk: MarketPro consulting fees are included in the cost of MDF marketing activities \*
  - Accountability: Your MarketPro team will provide timely ROI data from MDF-funded activities
  - Partner Satisfaction: Enhanced partner program benefits through value-added marketing services

\* Initial setup fee for MarketPro service will be charged

Contact us today at [info@amazonconsulting.com](mailto:info@amazonconsulting.com) or call 650.940.9600