

**TD SYNnex**

# / **EDGE** Managed Marketing Programs

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## Overview

TD SYNnex is committed to enabling our Cisco 2 Tier Dap Aligned Partners to drive revenue and market share growth within your Cisco business. To support these efforts, TD SYNnex has assembled a dedicated team to work with our valued Cisco partners by driving demand through marketing, sales, and training enablement activities. From the initial marketing consultation through ongoing cadences as needed, our team will be able to help define your business's marketing and sales goals while providing feedback and recommendations on TD SYNnex - Cisco programs available to you.

Participating partners must be committed to accelerating their Cisco Marketing and Sales while engaging and aligning with their TD SYNnex Cisco Solutions team.



### DEMANDSolv

Drive brand awareness and digital marketing leads with curated and customizable Cisco syndicated content such as drip campaigns, blogs, and social media posts.



### BANT Leads

Receive net new Cisco Sales qualified leads within SMB Commercial and SLED market.



### Virtual Partner Marketing Manager

A dedicated marketing professional who will act as an extension of your team to help drive brand awareness and generate marketing qualified leads through the execution of integrated Cisco digital marketing campaigns.



### Marketing Concierge

Work with a data expert on leveraging your intent data and a sales BDR to expand into whitespace accounts and drive demand with Cisco content provided by DEMANDSolv.



### Digital Program

Consult with a channel-leading marketing strategist by receiving a digital assessment of your website, SEO, and social media accounts. Execute on provided account-based marketing techniques to attract new clients while driving Cisco Solutions and your unique brand messaging.



### Managed Marketing Funds

Apply for and receive, upon approval and partner qualifications, marketing development funds purposed to drive partner-led demand generation activities promoting Cisco Solutions.

# DemandSolv

## Overview

- » A free marketing solution platform for TD SYNnex Partners
- » Receive and share weekly curated content from Cisco and other vendors
- » Generate and track digital marketing leads
- » Drive demand with ready-made and customizable Cisco syndicated content such as social media posts, drip campaigns, blogs, and more
- » Perfect for your sales reps and marketers; with just a few clicks, you'll be able to deliver content straight to your customers on this TD SYNnex marketing automation platform
- » No marketing experience is required

## Campaign Deliverables

- » Access to TD SYNnex's marketing automation platform and Cisco Solutions and Cisco Public Sector Content Channels and shareable

## Cost

- » Sponsored by TD SYNnex | CISCO

## Minimum Requirements

- » TD SYNnex US Account
- » Nominated by a TD SYNnex Cisco Solutions Team Representative
- » Partner sales and/or marketing stakeholders must opt-in
- » Partner to provide feedback and lead reporting

## To Get Started...

- » Partners can click [here](#) to access the sign-up page and learn more
- » DEMANDSolv offers two Cisco channels available for you to subscribe to and receive multi-week campaigns: "Cisco Solutions" and "Cisco Public Sector"

# BANT Leads

## Overview

- » Receive Net New BANT SMB Commercial and SLED sales qualified leads within defined partner sales territory
- » Ideal for partners focused on driving new End-User pipeline opportunities within SMB whitespace

## Campaign Deliverables

- » SMB Commercial and SLED Cisco SQLS
- » 6-10 Sales qualified leads a quarter (may vary by territory)
- » Resellers are assigned a dedicated Campaign Coordinator to handoff leads, track & follow-up on lead progression for the duration of enrollment
- » A 30-minute introductory call is scheduled for the reseller once opted into program
- » Warm-handoff occurs when the telemarketing rep has identified a BANT opportunity
- » EU must meet target criteria and BANT requirements:
  - (B) – Budget is allocated & meets minimum threshold of \$10k, on average \$45k per lead
  - (A) – Authoritative figure or decision maker responsible for buying
  - (N) – Need identified and pain points fit the product/solution
  - (T) – Timeframe for purchase deployment is 1 year or less

## Cost

- » Sponsored by TD SYNnex | CISCO
- » Program enrollment and commitment: 6 Months -1 Year

## Minimum Requirements

- » TD SYNnex US Account
- » 2 Tier
- » Disti Aligned Partner
- » Nominated by a TD SYNnex Cisco Solutions Team Representative
- » Partner Sales and or Marketing Stakeholder must opt in
- » Partner to provide feedback and lead reporting
- » Additional requirements may apply



# Virtual Partner Marketing Manager



## Overview

- » Generate top-of-funnel marketing qualified leads while creating awareness of your unique brand
- » Your Virtual Partner Marketing Manager will act as an extension of your marketing team, providing support and collaboration on your marketing strategy and activities
- » Your Virtual Partner Marketing Manager will help to build and execute integrated Cisco-focused marketing plans and campaigns that are aligned to your business objectives and brand to drive net new opportunities

## Campaign Deliverables

- » You will be assigned a dedicated Virtual Partner Marketing Manager to help curate and execute Cisco-focused marketing activities
- » 750 Discover.org Contacts quarterly
- » Campaign strategy creation and execution
- » Access to a vast Cisco asset content library
- » Quarterly integrated marketing campaign includes email, social media posts, newsletter, and virtual event support
- » Program enrollment and commitment: 6 Months -1 Year

## Cost

- » Sponsored by TD SYNnex | CISCO

## Minimum Requirements

- » TD SYNnex US Account
- » 2 Tier
- » Disti Aligned Partner
- » Nominated by a TD SYNnex Cisco Solutions Team Representative
- » Partner Sales and or Marketing Stakeholder must opt in
- » Partner to provide feedback and lead reporting
- » Additional requirements may apply

# Marketing Concierge

## Overview

- » Generate Top of the Funnel Digital Marketing leads
- » Drive brand awareness and digital leads with Cisco syndicated content, via email campaigns, social media posts, etc., from TD SYNnex's marketing automation platform DEMANDSolv
- » Consult with an expert on leveraging intent data and sales BDR to expand into SMB whitespace accounts and drive demand generation with Cisco campaigns

## Campaign Deliverables

- » Onboard to DEMANDSolv platform: integrate social and email accounts
- » Weekly ready-to-share content updates from DEMANDSolv
- » Provided 500-2000 new contacts from Whitespace and Intent to buy data
- » Dedicated Sales Surrogate to outbound on MQLs
- » A Sales Surrogate provides up to 50 free dials a month on your behalf
- » Program enrollment and commitment: 6 Months

## Cost

- » Sponsored by TD SYNnex | CISCO

## Minimum Requirements

- » TD SYNnex US Account
- » 2 Tier
- » Disti aligned Partner
- » Nominated by a TD SYNnex Cisco Solutions Team Representative
- » Partner Sales and or Marketing Stakeholder must opt in
- » Partner to provide feedback and lead reporting
- » Additional requirements may apply

# Digital Program

## Overview

- » This Program is designed to help our eager and strategic partners develop a strong digital marketing foundation
- » Receive a digital assessment on your website, SEO and, social media accounts
- » Consult and collaborate with an industry-leading marketing strategist on account-based marketing

## Campaign Deliverables

- » A Digital Assessment will be performed to score your company's overall digital presence
- » Website/SEO optimization OR curation of integrated digital marketing campaigns
- » There are four customized digital packages to choose from with recommendations coming from the results of the digital assessments performed
- » Program enrollment and commitment: 6 Months

## Cost

- » Sponsored by TD SYNnex | CISCO

## Minimum Requirements

- » TD SYNnex US Account
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- » Disti aligned Partner
- » Nominated by a TD SYNnex Cisco Solutions Team Representative
- » Partner Sales and or Marketing Stakeholder must opt in
- » Partner to provide feedback and lead reporting
- » Additional requirements may apply

# Managed Marketing Funds (MDF)

## Overview

- » Apply for and receive, upon approval and partner qualifications, marketing development funds purposed to drive partner-led demand generation activities promoting Cisco Solutions
- » Funding is provided for partner demand generation, customer facing activities
- » Internal trainings and partner sales kickoffs are not supported through MDF funds

## Types of Demand Gen. Marketing Eligible activities

- » Digital collateral and asset creation
- » Web newsletter and email campaign asset creation
- » Social media and social selling
- » Website and video advertising
- » Market research and predictive analytics
- » Virtual events/webinars
- » Ecommerce
- » Non-digital advertising
- » Events, events sponsorships, tradeshow, workshops
- » Telemarketing campaigns
- » Newsletter and mail
- » No dangerous activities, alcohol, or travel costs will be supported

## Cost

- » Sponsored by TD SYNnex | CISCO
- » Activity must be approved by TD SYNnex | CISCO prior to activity start date
- » Partner pays upfront and will be reimbursed once pop claim is received

## Minimum Requirements

- » TD SYNnex US Account
- » 2 Tier
- » Disti Aligned Partner
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# Managed Marketing Funds (MDF)

## Submissions and Claims Calendar

### Activity Submission Instructions

Refer to the Activity Submission and POP claim Due Dates for Marketing planning, New Activity Submission and POP Claims

Activity Approval Notifications are sent the last week every month to the partner from your TD SYNnex Cisco Partner Marketers, along with POP claim instructions

Once Activity is Approved, Partner will complete Approved Activity and pay upfront, then submit POP and POC claim for reimbursement from TD SYNnex

If you have an activity, you'd like to request support for, Request a Consult at the link below

### Activity Submission and POP Claim Due Dates

Cisco Fiscal Qtr.	Activity Submission Due Dates	Approved Activity Must Be Completed By	POP Claim Due Date
Q1 Aug-Oct	July 15 August 15 September 15	End of Oct	Nov 30
Q2 Nov-Jan	October 15 November 15 December 15	End of Jan	Feb 28
Q3 Feb-April	January 15 February 15 March 15	End of Apr	May 30
Q4 May-July	April 15 May 15 June 15	End of July	Aug 30

TD SYNnex Cisco Managed Marketing Funds are managed by the TD SYNnex Cisco Managed Marketing Team. Cisco Provider MDF and MOUs are separate programs.