Comstor's Managed Marketing Program partnering with Marketing Resource Partners (MRP) is a tele optimization and lead qualification program targeting Cisco whitespace accounts within the GOV/ED vertical.

Benefits:

- Receive 2-4 Face to Face meetings
- Rejected leads will be replaced
- Cisco GOV/ED team to provide focused banner ads that are leveraged to all organization trending
- MRP will produce up to 1.5 million impressions per quarter (impressions calculated across GOV.ED program)
- Click-Thru organizations will be followed up with through the Tele Execution to qualify further
- MRP will provide impression and click thru reporting to track program monthly
- MRP reporting will also be used to maximize the efforts and capitalize on traffic base

*The following definitions for rejected leads are; Rejected-Invalid contact, Rejected-Duplicate, Rejected-No Valid Project, Rejected- No Customer response

Reseller Requirements:

- Dedicate a resource or admin to ensure each lead status is updated in Cisco's L&P
- Attend initial kick-off call
- Complete a Program survey at quarter end