



# An Introduction to Making the Most of Vendor or Distributor Funding

Warwick Grey  
Client Director  
Fabric Brand Partners



HELLO

# CompTIA 2025 Development Strategy



If you want to go quickly, go alone.  
If you want to go far, go together.

African Proverb



# Our team

Whether you need ongoing support through our flexible managed services, or you have a bespoke brand or marketing challenge, our team of multi-disciplinary marketers and storytellers are here to drive your business growth and help you achieve your goals.



Diana Parry  
Storyteller  
& Brand Strategist

[Download Full bio  
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Warwick Grey  
Client Engagement  
Director

[Download Full bio  
LinkedIn](#)



Patrina Kerr  
Managing Director

[Download Full bio  
LinkedIn](#)



Georgia Sigglekow  
Collaborative Partner  
& Creative Director

[LinkedIn](#)



Jamie Worrall  
Head of Marketing  
and Client Delivery

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# What we do

We are brand-led storytellers and marketing campaign designers for the tech industry, adept at finding the most compelling human angle on the trickiest and techiest of subject matters and leveraging it creatively to drive results.

We help clients' craft a narrative that connects with hearts and minds, uniquely.

This narrative then becomes the foundation of marketing strategies, content and tactics that cut-through, engage and convert in a time-poor world.



is the jaw dropping time it takes to **FIX A DATA BREACH** in the average law firm.

HOW SECURE ARE YOU? **IT PAYS TO BE CYBER SECURE**

Cyber crime is on the increase with a big cost to Aussie businesses. Legal firms are Australia's 3rd most targeted industry.

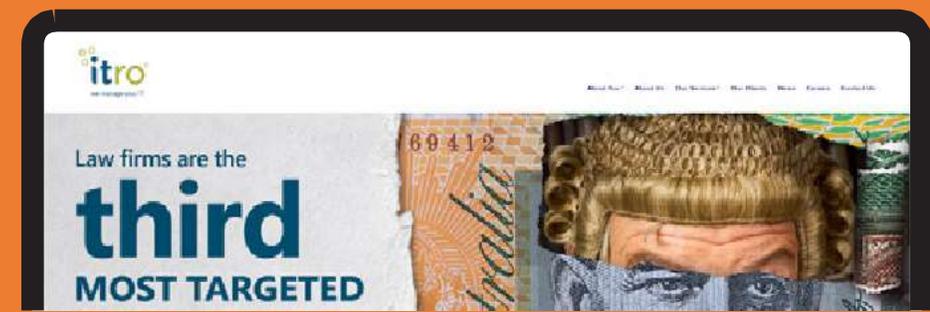


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\$5.77 MILLION AUD was the shocking average cost of a **DATA BREACH** in Australia in 2019.

HOW SECURE ARE YOU? **IT PAYS TO BE CYBER SECURE**

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Law firms are the **third MOST TARGETED**

80412

# The Company We keep

11 Ants  
Acronym  
Acumen Consulting  
Acquire  
Adobe  
Amber  
APC  
Arkturus  
Arrow  
AsBuilt Digital  
Auror  
Autodesk  
Belkin  
Blueberry  
Cisco  
Code Blue  
Commvault  
Consegna  
Comstore  
Danet AU  
Datacom ANZ  
Datara  
Devoli AU  
Dicker Data NZ and AU  
Dimension Data  
Dropbox  
Dynamic Supplies  
eLive  
Emerging Technology  
Partners  
Enterprise IT  
Exeed  
EventFinda  
FireEye  
Fisher and Paykel  
Fujitsu ANZ  
Fusion 5  
Genoapay  
Harbour IT  
Hitachi  
HP  
HPE  
ISW  
IBM  
Ingram Micro NZ and AU  
Insight  
Intel  
IT Engine  
JB HiFi  
Kinetics  
Kordia  
IT360  
LanCom  
Lenovo  
Les Mills  
Lexel  
Liquid IT  
Megaport  
Medtech  
Meridian  
Microsoft APAC  
Microsoft AU  
Microsoft NZ  
Mimecast  
Mitsubishi  
NetApp  
Nokia  
Now Consulting  
OBT AU  
One NZ  
Parallo  
PB Tech  
PlanPro  
Powernet AU  
Precure  
Provoke  
Phillips  
Ricoh  
PB Tech  
Redbrick Technology  
Rhipe  
SecureCom  
Sektor  
Schneider  
Smiths City  
Sophos  
Softsource  
Spark  
Storage Craft  
SYD Consulting  
Symantec  
Synnex  
Telesmart  
TD Logicalis  
The Laptop Company  
The Warehouse Group  
TPG Group  
Trend Micro  
Veeam APAC  
Veritas  
ViFX  
vGrid  
VMWare  
Vocus Communications  
Waiheke Community Art  
Gallery  
Warehouse Stationary  
Wherescape  
William Hill  
Winthrop  
YORB

# What do Vendors like to pay for?

CompTIA<sup>®</sup>

Communities



# What Vendors Product Managers Like to pay For

To maximise the potential of MDF, consider the following:

- **In-person events:** Breakfast/lunch and learns, Cocktail Hours, Sporting events, Creative ideas to engage prospects and upsell, Promoters to demonstrate product or solution, Demo days, Blitz Days
- **Digital Marketing:** SEO, Pay per click ads, SEM, Landing pages, anything to reach existing or new clients online, Digital Signage displays, with vendor brand story and logo prominent
- **Content Marketing:** Blog posts, Case Study creation and amplification, White Papers or eBooks, Catalogues, Solution brochures
- **Giveaways:** Cobranded merchandise for vendor and partner
- **Direct Marketing:** Direct marketing/emails, List Buys, Third party list and customer data management and analysis
- **Trade Shows:** Exhibition costs, banners, display systems, space costs. Equipment hire, messaging services
- **Print Advertising:** Newspaper, Magazine, Billboards, Posters, Outdoor
- **TV/Radio/Cinema:** Co branded ads
- **Staff Training:** Vendor led training and sales incentives

# What MSP's and SI's struggle with

- Vendor and/or distributor expectations with funding
- Many of our Fabric clients have been badly burned by this
- Matching fund requirements that exceed your ability to match all of the vendors offering them
- MSP's and SI's data quality around existing clients e.g. CRM segmentation around industry, size,
- No existing brand story to build a campaign around
- Alignment of vendor messaging with your own story and business objectives
- Sheer volume of vendors offering you money and deciding which ones make sense to align with
- Complexity of planning the timeline requirements with vendors quarters often running across different time periods, and support being offshore in other timezones
- Complexity of measuring and reporting on the POE requirements
- Risk of non payment in instance of missing a POE element, or date stamped evidence
- Lack of skills internally to develop the marketing matrix/mix and plan that's required for all funding offered in the time period across multiple vendors
- Lack of skills internally needed to create all the required elements to execute without further investment
- Lack of alignment between managers, marketing and sales teams
- Lack of smart CRM systems to enact client contact and engagement easily
- Lack of profile data about customers usage and interest in the promoted service
- Sales people keeping client data hidden from the wider business
- Time and cost of planning, orchestration, execution and measurement all in a three month period

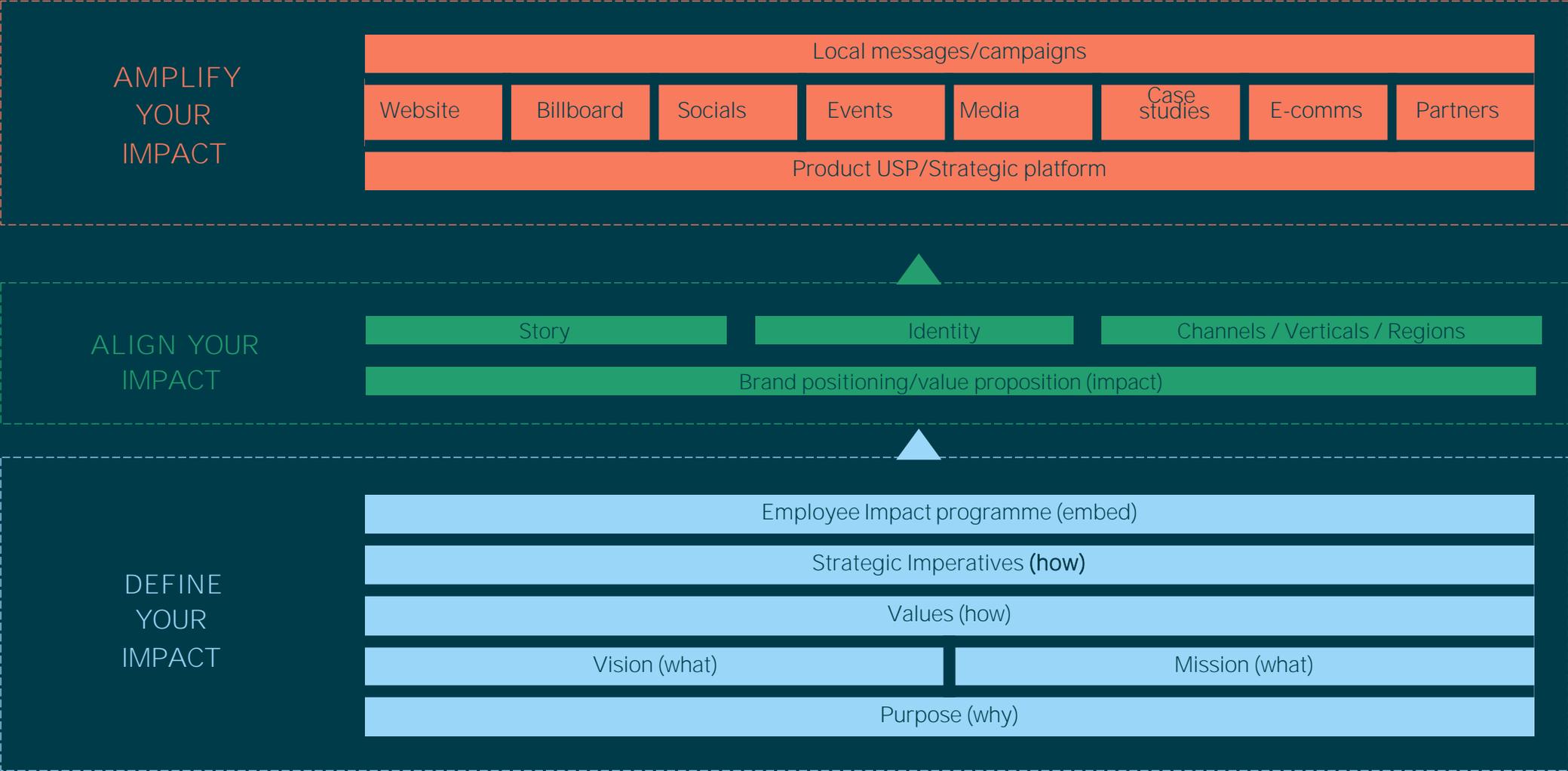
# Where are you going? Spray and Pray!



So what's the  
solution?



# A brand-led marketing driven engagement framework



# Our approach

Powerful brands and demand generation campaigns aren't built in silos. They are built in consultation.

We believe in nurturing relationships and working closely with client teams to define, deliver and align their marketing impact.



## BUILD BRAND EQUITY

Define your impact.

Using a collaborative methodology (framework) that simplifies the complexity of brand modelling, we define an inspiring purpose, story and market differentiation strategy.

**As your brand partners we'll use** extensive experience and business understanding to build your brand equity over time.



## ENGAGE AND CONVERT

Align your impact.

Clever multi-channel marketing strategies and tactics combined with impactful creative creates engagement and conversion.

We work across the marketing spectrum to deliver real results in flexible ways. This includes bespoke programs, fully managed annual retained services and fractional marketer initiatives.



## DELIVER EXCEPTIONAL EXPERIENCES

Amplify your impact.

Brands come to life through people, channels, experiences and organisational culture.

We offer a range of digital, social and physical marketing solutions along with event management services – from experiential design, to brand activations, webinars and sales missions.



## MEASURE AND OPTIMISE

Refine your impact.

Harnessing the latest AI driven tools and data science we measure, report and optimise your marketing outcomes. For managed service clients, learnings and insights are honed across an annual calendar of activity to continually refine and improve results.

# The Impact Loop

Our M-A-A-S (Marketing-As-A-Service) offering is delivered with brand being interwoven via a *continuous cycle of measurable improvement centered around your business strategy.*



# Services

Fabric helps customers build brand equity. Then by leveraging a blend of impactful storytelling, creative and powerful marketing engagement and conversion tactics, we deliver exceptional experiences, campaigns and marketing programs that achieve measurable results.



## BRAND AND STORY

- Purpose development
- Discovery and customer insights
- Brand/messaging workshopping
- Brand strategy and architecture
- Name development
- Brand story creation
- Rebrand strategy and management



## CREATIVE AND CONTENT

- Campaign messaging and creative
- Identity design
- Website design and content refresh
- Video and animation
- Customer success stories and brochures
- Sales enablement tools
- Articles, EDMs, blogs and more



## EXCEPTIONAL EXPERIENCES

- Curated event experiences
- Tradeshows
- Branded activations
- Live and on-demand webinars
- Brand culture programs
- Customer research and insights
- Sales incentive programmes
- Channel rewards management



## MARKETING SERVICES

- Campaign strategy and development
- Programmatic and customised delivery
- Fractional marketer programmes
- Channel marketing development
- AI ready search and social selling
- Marketing Automation
- Vendor funded campaign management



## MEASURE AND REPORT

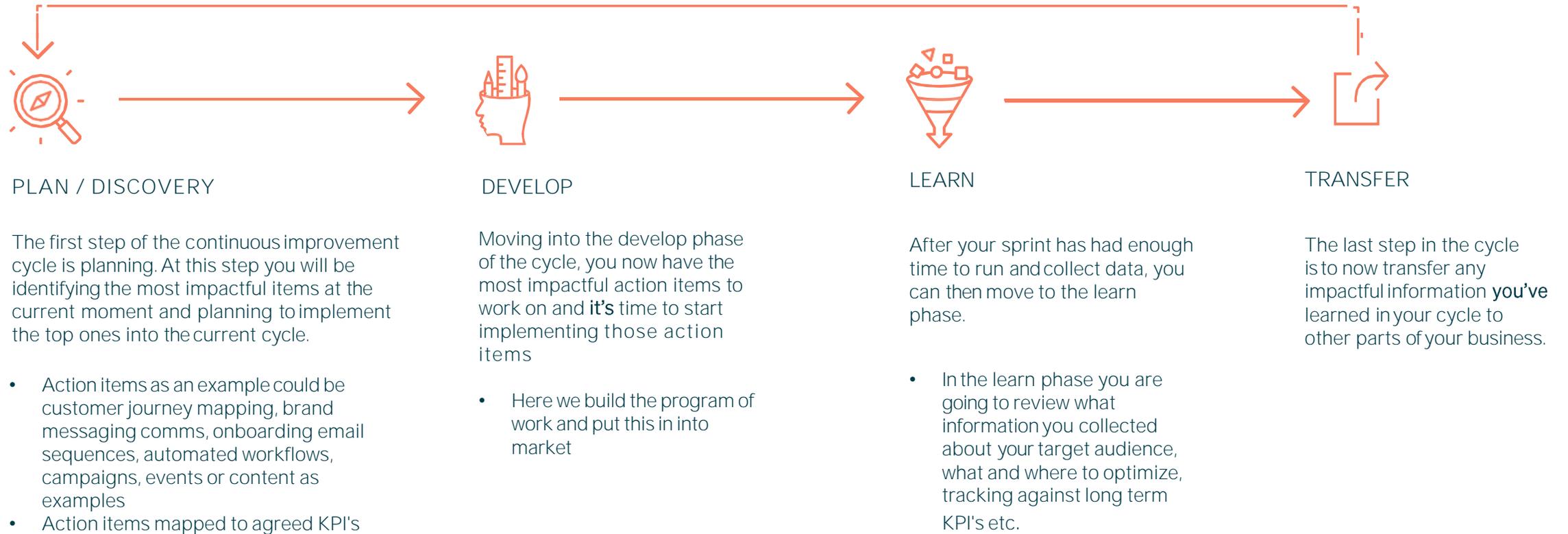
- MDF claim management
- Marketing results reporting
- Marketing optimisation
- Brand ROI training
- Actionable insights
- Performance analysis

# Measurement (making every thread count)

	Build Awareness	Drive Conversion	Encourage Interaction	Create Loyalty
<b>PLAN</b> Annual GTM and communications plans	Inbound and traditional marketing	Via content, Assets and Platforms	Via social and digital platforms, channels and Influencers	Via account planning, community activation and education
<b>GOALS AND MEASUREMENT</b> Improve lead volume, quality, sales velocity and ABM	<b>Improve awareness</b> -Impression share -Unique visitors	<b>Improve MQLs</b> -Database contacts -Lead profile quality	<b>Improve SQLs</b> - Number of pitches and bids	<b>Improve retention</b> - Repeat contracts and renewal size
<b>CONTENT AND EXPERIENCE</b> Define content strategy to explain <b>Value Proposition</b> Improve customer journeys	<b>TOFU Content</b> -Demand gen blogs -Infographics -Analyst reports	<b>MOFU Content</b> -Products and solution pages – co-branded -Landing pages	<b>BOFU Content</b> -TCO business-case whitepapers - Case studies by application/industry - Calculators	<b>ROFU content</b> - Customer support - Community – user groups
<b>MEDIA</b> Always-on campaign-based media plan and editorial calendar	<b>Grow reach</b> -Target keywords -Organic search/social -ABM advertising	<b>Convert to lead</b> -Webinars and roundtables -Ad retargeting -Influencer marketing	<b>Nurture to sale</b> - Ad retargeting - Influencer marketing	<b>Engage customers</b> - Ad retargeting - Social media advocacy
<b>CONVERSATIONAL MESSAGING</b> Multichannel contact strategy focusing on email nurture Improve data quality	<b>Offline/offsite convos</b> - Publisher and trade-show emails and ads - Event marketing	<b>Initial interactions</b> -Welcome emails -Website live chat -Website message bots	<b>Nurture interactions</b> - Email nurture and retargeting - Website personalization and - Website message bots	<b>Customer interactions</b> - Onboarding - Newsletter - Website personalization
<b>GOVERNANCE</b> Go To Market plan. Value proposition narratives. Customise analytics, Dashboard, KPIs. Martech stack. Team skills.	Acquisition plan/ budget	Google Analytics lead goals -CMS / CRM -Martech	Contact strategy for lead nurture - Bidding process - CRO plan	Retention plan - Post-campaign review

# M-A-A-S quarterly sprint cycles

The ongoing nature of our managed services allows us to dive deeper into your business, resulting in work that is more impactful and aligned with your objectives. We begin each quarter with a strategic focus where together we plan the top action items you need executed across the quarter.



# What you can do to prepare for success:

- Ensure you have a robust business plan in place that everyone knows
- Review Vendor and/or Distributor funding expectations and requirements
- Ensure your USP is clearly defined in a way the vendor can see from your customer facing content
- Define which vendors are most important to you, to help you achieve business success
- Build good relationships with all the people your teams work with inside these targeted vendors across technical, sales and marketing alignments
- Classify and know your client data and buyer journey behaviours
- Ensure you have current vendor technical certifications in place
- Sign up for online learning programs for vendors technologies if they are offered, or CompTIA
- Align your impact with the vendors and craft a brand framework first e.g. Sophos + ITAgree = XXX
- Start with just one or two vendors while you refine your systems and processes
- Ensure you have robust marketing templates designed to reduce risk and maximise success
- Engage external skills in areas you don't have internally
- Ensure alignment between your leaders, managers, marketing and sales teams
- Target the low hanging fruit in your customer base
- Develop retention AND net new projects. Its 6x as hard to get a new client as it is to keep one
- Figure out where you stand with the vendors: Are you seen as Tier one, Tier Two, or Tier Three and how the funding flows to these tiers through distribution
- Attract the vendors that have service offerings that align most with your own

# A planning template you can use

# XXX MDF ACTIVITY

## Q1 2025 XXX

# Campaign Plan Sample – Sophos + IT Agree ‘Proactive Insights’ HP Campaign

## BACKGROUND (Partner and Solution)

- IT Agree sourcing team maintains a vendor-agnostic approach in the market.
- Team consists of consultants with diverse portfolios, not specialising in specific segments covering all of New Zealand.
- Vendor funding has been a challenge to utilise with the limited access to XXX Marketing resources and a 3-month wait for new website pages.
- Limited proactive marketing; relationships built on long-standing client connections (up to 15 years).
- The team are keen to leverage agency' skills to support a new approach starting with the XXX Q1 20025 funding and reducing the dependencies on XXXs Marketing team.
- Limited capability with their CRM system

## BUSINESS OBJECTIVES

- Deepen existing customer knowledge and understanding of the unique value of HP Proactive Insights for managing new and existing XXX devices with Windows 11 and its AI productivity capabilities.
- To implement a campaign focus on creating an easy-to-update, on-demand content hub that XXX's team can leverage, to generate, awareness, interest and leads around new HP's product services.
- Drive short term revenue from existing base and longer-term net new pipeline opportunities for XXX sales people.

## Target Audience

### INDUSTRY VERTICAL /HORIZONTAL

Enterprise B2B and GOVT

### TARGET COMPANY SIZE

Target audience spans companies with 100 to 10,000+ seats

## Investment

XXX INVESTMENT

\$10,000

PARTNER INVESTMENT

## Campaign Timelines

### TIME FRAME

Feb = April

TOTAL CAMPAIGN  
INVESTMENT

\$10,000-

# Solution Overview -

## THE SOLUTION / OFFERING

- Solution is XXX's Digital Service offering – HP Proactive Insights
  - Intro Windows 11 and the innovations it introduces
  - Intro to Why HP Proactive Insights
    - Stay one step ahead of issues emerging
    - Device Insights and Analytics
    - Improved Employee Experience
    - XXX + XXX procurement – right device to propel individual productivity

## CUSTOMER PAIN POINT | NEED YOUR CAMPAIGN/SOLUTION ADDRESSES

- Health of Devices with 50% unable to run Windows 11
- Security risks from staff and external cyber threat risks
- Improved device choices for employees
- Support for a mobile workforce support for work from anywhere,

## SOLUTION BENEFITS TO THE CUSTOMER

### - Real time insights

- Enjoy peace of mind as all data is encrypted in transit and at rest - both XXX and XXX data protection compliant.
- See first-hand into real-time device health, performance, and security analytics to proactively resolve issues before they impact productivity.
- Receive AI-driven insights to enable IT decision-making on delivering the right devices, software, and services to employees.
- Benefit from worldwide coverage, giving IT access to analytics to optimize their computing environments at home, in the office, or on the go.
  - Stay one step ahead of issues
  - Device Insights and Analytics
  - Employee Experience
  - XXX + XXX procurement – right device to excel

## Solution Area

Focus Solution Area

XXXX – Windows 11 AI Devices and HP Proactive Insights

## CTA

LP CTA

Speak to your XXX Account Manager to book a demo of XXX

# Marketing Activity Plan

Execution	Details	Channel	Description	Expected Impact	Planned Month	Budget
Digital Advertising	4-5x email signature banners	Email Signature	email sigs x 5 <ul style="list-style-type: none"> <li>• Intro - W11</li> <li>• Health of Devices</li> <li>• Security</li> <li>• Making better device choices for employees</li> <li>• Mobile workforce</li> </ul>	Drive traffic to landing to educate / generate interest and leads around XXX products and services.	from mid Feb – Late April	3,500
Digital Advertising	1x LP content Hub, This page will have ADDED content every 2 weeks	Web content	1x LP page <ul style="list-style-type: none"> <li>• Intro - W11</li> <li>• Health of Devices</li> <li>• Security</li> <li>• Making better device choices for employees</li> <li>• Mobile workforce</li> </ul>	Drive traffic to landing to educate / generate interest and leads around XXX products and services.	from mid Feb – Late April	6,000
Digital Advertising	RECORDING OF Windows 11 security video featuring XXX's head of security	Teams Recorded Presentation	Recorded 10m presentation of existing Security presentation	Generate interest	from mid Feb – Late April	500

# Campaign Objectives

ROI	15-1
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Target Number of Leads	20
Target Number of Qualified Opportunities	15
Target Opportunity Value	\$35,000 or \$3,500 average per seat
Target Sales Revenue	\$175,000
Target Net New Customers	5
Target Net Seat Adds	80

XXX INVESTMENT	\$7000
PARTNER INVESTMENT	\$3000
TOTAL CAMPAIGN INVESTMENT	\$10,000

Please note the objective needs to be to drive new customers adds in SMB. When reviewing the campaign we will need clarity on the licenses/XXX consumption opportunities (if relevant for workload).

# Check activity complies with MDF Approved Activity Matrix

Term/Abbreviation	Definition
<b>Activity Description</b>	Description of the planned activity(you are required to provide a description in the MDF Tool).
<b>Affiliate Marketing</b>	A marketing arrangement by which an online retailer pays commission to an external website for traffic or sales generated from its referrals. It may also be known as Influencer marketing. XXX product shipments or associated discounts are not covered.
<b>Catalogues</b>	Catalogues, product brochures, newsletter, or flyers promoting XXX products & services, developed for mass distribution to potential customers – digital or printed version
<b>Promoters</b>	Promoters present XXX products to customers in retail stores or virtually through retailer webpages. Promoters are employed by an agency & are responsible for demonstrating XXX product to end customer to increase conversion & XXX sales. Promoters may be either XXX-branded or retailer-branded. Demo days are typically executed by promoters, where deployed.
<b>Digital Advertising</b>	Online display advertising (e.g., banner ads, pop-up ad or web-content), promoting XXX products, solutions, or services via mobile devices or streaming video, and advertising, promotions delivered via mobile devices or other general online sources.
<b>Digital Signage</b>	Digital signage is a centrally, content distribution platform by which to play back digital content to one or many displays or screens. Digital signage screens are used for the relaying of any number of types of information; live weather, news, TV, menus, flights, calendars, adverts for example.
<b>Direct Mail</b>	Direct mail campaigns for lead generation, promoting XXX products & services. Includes direct marketing services, delivery services (e.g., shipping), list buys, third-party list & customer data management/analysis services –printed and digital (eDM).
<b>Distributor</b>	XXX Tier 1 channel partner (typically selling XXX products to resellers/retailers) that is eligible for MDF.
<b>Giveaways</b>	An XXX branded product used for promotion of goods and/or services during the main activity. The maximum cost of a Giveaway is US\$50 per unit. It must always be part of a main activity& nota stand- alone activity. Branded giveaways must not exceed 50% of the total activity cost.
<b>XXX-Led</b>	Events or Amenities initiated by XXX for partners. Such XXX Events or Amenities cannot be paid for with XXX MDF.
<b>Influencer</b>	A form of social media marketing involving endorsements and product placement from influencers, people and organizations who have a purported expert level of knowledge or social influence in their field.
<b>In-Store Marketing Printed Material</b>	Printed material for multiple usage in store (e.g., for POS displays, end caps, or floor bays) to demonstrate and generate demand for XXX-products.

Term/Abbreviation	Definition
<b>MMS</b>	Multimedia Messaging Service.
<b>Partner</b>	XXX Tier 1 or Tier 2 channel partners that are eligible for MDF.
<b>Partner Case Study</b>	Must be an XXX-focused case study.
<b>Partner-Led</b>	Event initiated by a partner to market XXX offerings e.g., demo days, briefings, customer seminars/webinars, road shows, trade shows, events, exhibitions, conferences.
<b>POB</b>	Proof of Brand. A copy of creative execution that is compliant with XXX Branding Guidelines is required for all activities.
<b>POC</b>	Proof of Cost. Documentation to substantiate costs.
<b>POE</b>	Proof of Execution. Documentation to validate execution; it must indicate activity execution period/dates.
<b>Print Advertising</b>	Newspaper or magazine print advertising; outdoor/indoor advertising (e.g., billboards, posters & banners), or other general advertising for XXX brand, products, solutions, or services.
<b>PSA</b>	Partner Services Agency contracted by XXX to work with partners to plan and execute MDF activities on the partner's behalf.
<b>Reseller/Retailer</b>	XXX Tier 2 channel partners (typically selling XXX products to end-user customers), which are eligible for MDF.
<b>Search Engine Marketing(SEM)</b>	Online advertising that involves the purchasing of ads on search engines to promote websites and gain traffic by increasing visibility in search engine results pages (SERPs). Search ads are focused on demand generation and link back to the partner's website.
<b>Search Engine Optimization(SEO)</b>	Optimizing XXX content on partner website to aid customers searching for XXX products via search engines.
<b>Social media contests, games &amp; prizes</b>	Prizes may not exceed 20% of the social media contest's total funding amount. Gamification can be included.
<b>Store in store</b>	A store in store or branded corner is a space in a retail store, exclusively XXX branded and showcasing XXX products, usually equipped with XXX furniture. In many cases, XXX uses Promoters in this environment to ensure a high service level.
<b>Third-party invoice</b>	An invoice from a Third-Party Supplier, substantiating costs related to an MDF activity.
<b>Third-party or System Integrator- hosted events</b>	IT events, trade fairs, exhibitions, conferences, roadshows, or international tradeshow hosted by third parties where the partner presents or promotes XXX products, services, and solutions to customers. Participation fees, travel, accommodation, and booth event packages are eligible.
<b>Third-party supplier</b>	An independent supplier or agency, contracted by the partner or the PSA, to deliver services funded with MDF.



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warwick@fabric.partners  
+64 21 940 574

patrina@fabric.partners  
+64 21 245 7701

diana@fabric.partners  
+64 27 210 3484

jamie@fabric.partners  
+64 +64 21 517 183

[in](#) [@](#) [▶](#) /fabricpartners  
[www.fabric.partners](http://www.fabric.partners)

**Fabric** BRAND  
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