

MSPs access **\$255K in MDF** from **CISCO** to boost digital footprint with Vendasta

- 📍 Vendasta partners with leading IT manufacturer Cisco in May 2022
- 📅 Program offered to managed service providers (MSPs) across the US
- 📺 Pre-approved digital solutions made available to support MSPs

Business goals

- ✅ Raise awareness and remove barriers for MSPs to utilize marketing development funds (MDF)
- ✅ Help MSPs attract new clients and retain existing business by improving their online presence
- ✅ Create packages of valuable digital marketing solutions that will help MSPs grow



Vendasta | Cisco partnership contributes to the utilization of more than \$255K in marketing development funds



\$750K
Quarterly MDF
available to MSPs

In partnership with Cisco, Vendasta developed a strategy to help MSPs utilize available MDF.



318%
Increase in MDF
utilization

Cisco reports 34% utilization of funds, roughly \$255K, up from only \$80K from the previous quarter.



15
MSPs onboarded
with Vendasta

Vendasta supports MSPs with purpose-built packages of solutions, deployed to assist them with digital marketing.

Top solutions deployed:



Digital Ads



Reputation Management



Social Marketing



SEO

Partnering to help MSPs define their marketing strategy and grow their businesses beyond referrals.

“Vendasta understands this landscape. When we partnered together, we saw a big jump from 8% to 34% utilization of available marketing development funds. It’s about building awareness, creating the right content, and having the right people to execute.”



Michelle Ragusa McBain

Provider Elevate, Leader for the Global Partner Organization, Cisco

