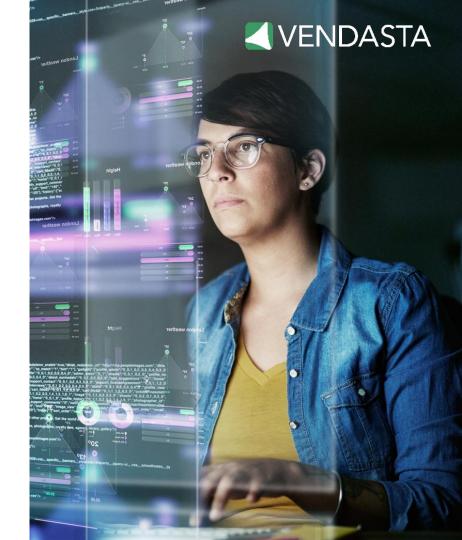
## Vendasta helps MSPs improve digital footprint with \$750K in available MDF

- ▼ Vendasta partners with a leading IT manufacturer 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 partnership contributes to the utilization of more than \$325K in marketing development funds



\$750K

Quarterly MDF available to MSPs

In partnership with an enterprise IT manufacturer, Vendasta developed a strategy to help MSPs utilize available MDF.



406%

Increase in MDF utilization

Enterprise IT manufacturer reports a 50% utilization of funds, roughly \$325K, 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** 

Access a team of experts to help define your marketing strategy and grow your business beyond referrals.

This method will help us meet our leads where they are at, capturing prospective clients who are wanting to buy and coming to us for education."



President, IP Consulting

