

# 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.

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“*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.*”



**Cherri Mosey**

President, IP Consulting

