

# TD SYNnex

## / EDGE Managed Marketing Programs

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# Overview

TD SYNnex, in collaboration with Cisco, empowers our 2 Tier partners through the Cisco Radius Marketing Program. We've partnered with third-party marketing agencies to provide Cisco co-branded Digital Marketing demand generation and Brand Awareness offerings. Our Marketing Programs are customized to boost your Cisco SMB commercial and SLED business and enhance your marketing efforts - all at no cost to you. In FY23, we extended support to over 500 unique TD SYNnex partners, generating an impressive 4,100+ Cisco leads, with an estimated pipeline value exceeding \$237 million.

Whether you're interested in upselling and cross-selling within your existing Cisco install base or expanding into net new SMB commercial white space, we've got you covered. Explore our comprehensive Managed Marketing Programs Guide. If you're eager to learn more and enroll in one of our marketing programs, simply request a consult and schedule a meeting with our Managed Marketing Team.

## Managed Marketing Team:

Carly Kunnen – West Coast  
[Carly.Kunnen@tdsynnex.com](mailto:Carly.Kunnen@tdsynnex.com)

Daniel Webb – East Coast  
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### DEMANDSolv

Drive brand awareness and digital marketing leads with curated and customizable Cisco syndicated content such as drip campaigns, blogs, and social media posts.

[Learn More >>>](#)



### BANT Leads

Receive net new Cisco Sales qualified leads within SMB Commercial and SLED market.

[Learn More >>>](#)



### Virtual Partner Marketing Manager

A dedicated marketing professional who will act as an extension of your team to help drive brand awareness and generate marketing qualified leads through the execution of integrated Cisco digital marketing campaigns.

[Learn More >>>](#)



### Digital Program

Consult with a channel-leading marketing strategist by receiving a digital assessment of your website, SEO, and social media accounts. Execute on provided account-based marketing techniques to attract new clients while driving Cisco Solutions and your unique brand messaging.

[Learn More >>>](#)



### Managed Marketing Funds

Apply for and receive, upon approval and partner qualifications, marketing development funds purposed to drive partner-led demand generation activities promoting Cisco Solutions.

[Learn More >>>](#)

# DEMANDSolv



## Overview

- » A free marketing solution platform for TD SYNnex Partners
- » Receive and share weekly curated content from Cisco and other vendors
- » Generate and track digital marketing leads
- » Drive demand with ready-made and customizable Cisco syndicated content such as social media posts, drip campaigns, blogs, and more
- » Perfect for your sales reps and marketers; with just a few clicks, you'll be able to deliver content straight to your customers on this TD SYNnex marketing automation platform
- » No marketing experience is required

## Campaign Deliverables

- » Access to TD SYNnex's marketing automation platform and Cisco Solutions and Cisco Public Sector Content Channels and shareable

## Cost

- » Sponsored by TD SYNnex | CISCO

## Minimum Requirements

- » TD SYNnex US Account
- » Nominated by a TD SYNnex Cisco Solutions Team Representative
- » Partner sales and/or marketing stakeholders must opt-in
- » Partner to provide feedback and lead reporting

## To Get Started...

- » Partners can click [here](#) to access the sign-up page and learn more
- » DEMANDSolv offers two Cisco channels available for you to subscribe to and receive multi-week campaigns: "Cisco Solutions" and "Cisco Public Sector"

Request a Consult

# BANT Leads

## Overview

- » Receive Net New BANT SMB Commercial and SLED sales qualified leads within defined partner sales territory
- » Ideal for partners focused on driving new End-User pipeline opportunities within SMB whitespace

## Campaign Deliverables

- » SMB Commercial and SLED Cisco SQLS
- » 6-10 Sales qualified leads a quarter (may vary by territory)
- » Resellers are assigned a dedicated Campaign Coordinator to handoff leads, track & follow-up on lead progression for the duration of enrollment
- » A 30-minute introductory call is scheduled for the reseller once opted into program
- » Warm-handoff occurs when the telemarketing rep has identified a BANT opportunity
- » EU must meet target criteria and BANT requirements:
  - (B) – Budget is allocated & meets minimum threshold of \$10k, on average \$45k per lead
  - (A) – Authoritative figure or decision maker responsible for buying
  - (N) – Need identified and pain points fit the product/solution
  - (T) – Timeframe for purchase deployment is 1 year or less
- » Program enrollment and commitment: 6 Months - 1 Year

## Cost

- » Sponsored by TD SYNnex | CISCO

## Minimum Requirements

- » TD SYNnex US Account
- » 2 Tier
- » Disti Aligned Partner
- » Nominated by a TD SYNnex Cisco Solutions Team Representative
- » Partner Sales and or Marketing Stakeholder must opt in
- » Partner to provide feedback and lead reporting
- » Additional requirements may apply

[Request a Consult](#)

# Virtual Partner Marketing Manager



## Overview

- » Generate top-of-funnel marketing qualified leads while creating awareness of your unique brand
- » Your Virtual Partner Marketing Manager will act as an extension of your marketing team, providing support and collaboration on your marketing strategy and activities
- » Your Virtual Partner Marketing Manager will help to build and execute integrated Cisco-focused marketing plans and campaigns that are aligned to your business objectives and brand to drive net new opportunities

## Campaign Deliverables

- » You will be assigned a dedicated Virtual Partner Marketing Manager to help curate and execute Cisco-focused marketing activities
- » 750 contacts quarterly
- » Campaign strategy creation and execution
- » Access to a vast Cisco asset content library
- » Quarterly integrated marketing campaign includes email, social media posts, newsletter, and virtual event support
- » Program enrollment and commitment: 1 Year

## Cost

- » Sponsored by TD SYNnex | CISCO

## Minimum Requirements

- » TD SYNnex US Account
- » 2 Tier
- » Disti Aligned Partner
- » Nominated by a TD SYNnex Cisco Solutions Team Representative
- » Partner Sales and or Marketing Stakeholder must opt in
- » Partner to provide feedback and lead reporting
- » Additional requirements may apply

[Request a Consult](#)

# Digital Program



## Overview

- » This Program is designed to help our eager and strategic partners develop a strong digital marketing foundation
- » Receive a digital assessment on your website, SEO and, social media accounts. From this score, partners will be recommended 1 of 9 defined package paths
- » Consult and collaborate with an industry-leading marketing strategist on account-based marketing

## Campaign Deliverables

- » Digital Assessment
- » Digital Strategy
- » Customized Packages – choose from 9 packages: lead generation, lead progression, sales enablement, website & SEO, Integration ,CX systems, Digital Sales Systems, Digital Marketing Systems
- » 2 Customized Cisco Integrated Digital Marketing campaigns
- » Digital Performance -learn to track key marketing & sales KPIs
- » Program enrollment and commitment: 6-9 Months

## Cost

- » Sponsored by TD SYNnex | CISCO

## Minimum Requirements

- » TD SYNnex US Account
- » 2 Tier
- » Disti aligned Partner
- » Nominated by a TD SYNnex Cisco Solutions Team Representative
- » Partner Sales and or Marketing Stakeholder must opt in
- » Partner to provide feedback and lead reporting
- » Additional requirements may apply

[Request a Consult](#)

# Managed Marketing Funds (MDF)

## Overview

- » Apply for and receive, upon approval and partner qualifications, marketing development funds purposed to drive partner-led demand generation activities promoting Cisco Solutions
- » Funding is provided for partner demand generation, customer facing activities
- » Internal trainings and partner sales kickoffs are not supported through MDF funds

## Types of Demand Gen. Marketing Eligible activities

- » Digital collateral and asset creation
- » Web newsletter and email campaign asset creation
- » Social media and social selling
- » Website and video advertising
- » Market research and predictive analytics
- » Virtual events/webinars
- » Ecommerce
- » Non-digital advertising
- » Third-party tradeshows
- » Telemarketing campaigns
- » Newsletter and mail
- » No dangerous activities, alcohol, or travel costs will be supported

## Cost

- » Sponsored by TD SYNnex | CISCO
- » Activity must be approved by TD SYNnex | CISCO prior to activity start date
- » Partner pays upfront and will be reimbursed once pop claim is received

## Minimum Requirements

- » TD SYNnex US Account
- » 2 Tier
- » Disti Aligned Partner
- » Nominated by a TD SYNnex Cisco Solutions Team Representative
- » Partner Sales and or Marketing Stakeholder must opt in
- » Partner to provide feedback and lead reporting
- » Additional requirements may apply

[Submissions and Claims Calendar](#)

[Request a Consult](#)

# Managed Marketing Funds (MDF)

## Submissions and Claims Calendar

### Activity Submission Instructions

Refer to the Activity Submission and POP claim Due Dates for Marketing planning, New Activity Submission and POP Claims

Activity Approval Notifications are sent the last week every month to the partner from your TD SYNnex Cisco Partner Marketers, along with POP claim instructions

Once Activity is Approved, Partner will complete Approved Activity and pay upfront, then submit POP and POC claim for reimbursement from TD SYNnex

If you have an activity, you'd like to request support for, Request a Consult at the link below

### Activity Submission and POP Claim Due Dates

Cisco Fiscal Qtr.	Activity Submission Due Dates	Approved Activity Must Be Completed By	POP Claim Due Date
Q1 Aug-Oct	July 5 August 9 September 6	End of Oct	Nov 30
Q2 Nov-Jan	October 11 November 8 December 6	End of Jan	Feb 28
Q3 Feb-April	January 10 February 12 March 9	End of Apr	May 30
Q4 May-July	April 6 May 11 June 8	End of July	Aug 30

TD SYNnex Cisco Managed Marketing Funds are managed by the TD SYNnex Cisco Managed Marketing Team. Cisco Provider MDF and MOUs are separate programs.

[Request a Consult](#)