

APC by Schneider Electric Channel Partner Program

Capitalize on Market Development Funds



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Market Development Funds

What is MDF?

Market Development Funds are funds available for the intention of indirect sales, to promote brand awareness, and create lead generation.

Who is eligible?

Partners in the APC by Schneider Electric™* Channel Partner Program** who are either Premier or Elite status. These levels both have APC revenue thresholds (\$100k and \$500k, respectively) which the partner companies must meet. This ensures partners' investment in APC and validates our investment back to them.

How do I know how much MDF I can get?

Channel Marketing team and partners' dedicated District Manager will confirm the dollar amount for which a partner is eligible.

*Unique to Elite Data Center Incentive Program partners, MDF is *accrued* rather than *requested*. Contact the Channel Marketing team for further information.

How do I receive my MDF once the activity has been approved?

For partners who are direct accounts with APC, MDF payment is paid via Credit Memo. Any partner without a direct account or open balance with APC, MDF payment will be via check.

See what types of activities are covered by MDF.



*APC by Schneider Electric will further be referenced in this document as (APC).

**Some partners are ineligible based on extended partner profiles.

Market Development Offers

Marketing Enablement Offers			
Offer	Focus		
	Demand Generation	Thought Leadership	Brand Awareness
Cobranded Literature		x	x
Content Syndication	x	x	x
Email Campaigns	x		x
Cobranded Promotional Materials			x
Direct Mail Campaigns	x		x
eNewsletter Creation	x	x	x
Blog Post Development		x	x
Website Development	x	x	x
Teleprospecting	x		x
List Purchase	x		
Event Sponsorship	x		x
Data Center Demo Equipment			x

Cobranded Literature

Best practice shows expanding your industry-related messaging strengthens you as the network or power solutions provider your customers will remember and trust. Take advantage of APC's industry leading content for all marketing/messaging needs. From business network to data centers, we have you covered.

Free to partners

Content Syndication

Web-based marketing is an incredibly efficient way to provide your customers with APC driven, industry leading content. It is also a great way to generate leads through the latest product and solutions' information. This tool boosts your company website and ensures lead generation.

Free to partners

Email Campaigns

People are on their mobile devices or computers 24/7. Get in front of them through relevant and customized messaging that is appropriate for them! The APC Channel Marketing team has developed content that would fit well with any vertical or audience profile. Work with them directly to craft your own unique message.

Free to partners
Customized campaigns vary in price

Cobranded Promotional Materials

It's not always about how you talk to customers, it's how you interact with them! Sending a co-branded promotional item or wearing a co-branded shirt puts your brand alongside APC's and in front of your customers to keep us both top-of-mind.

Price varies
Materials have a wide cost range based on count and type

Direct Mail Campaigns

Go back-to-the-basics with a postcard, tri-fold, or quick slick to grab your customers' attention when they're sifting through their mail. There is a growing resurgence in direct mail because, within this often too-digital world, getting a personalized letter still speaks volumes. This is something customers will remember and also a great reason for outbound calling to capture their interest and inevitably their business.

Price varies

Sample campaign: 3 touch direct mail campaign with 500 contacts ~ \$2,000

eNewsletter Creation

Is your objective to be the resource center for your customers? Enlisting them in a monthly or quarterly newsletter publication is a great, consistent conversation you can keep with them to ensure your company is top-of-mind. APC has resources that can help you develop whatever IT related message you want.

Price varies

Blog Post Development

Continue the communication as a subject-matter-expert in whatever trend, vertical, or message you want to push. The buyers' purchase cycle has changed and the majority of your customers will research what they're looking to buy before ever getting in contact with you. By launching a relevant, trustworthy blog, you can hit these customers early in their researching phase and lead them directly to you!

Price varies

Website Development

Your website is a representation of your brand and says who you are instantaneously to whoever visits it. By strengthening your overall look and sharpening your value prop, customers and partners/alliances will know what great things to expect from you.

Unique to website development: Search Engine Optimization (SEO). APC can connect you with a valued-expert to audit what you're doing now and advise what you can do to strategically drive greater volumes to your respective websites.

Price varies

Teleprospecting

Are you at capacity but want to target higher volumes of customers? Leverage a skilled, educated workforce to do the job for you. Decide on a product, solution, service, or trend you want a team of individuals to call out on and receive detailed information about the respective contacts you provide.

Price varies

Sample contract: 500 – 1000 contacts with 255 calling hours ~ \$7,000

List Purchase

Don't have a geographically varied install base, but want to build your presence in other locations? Have a mature list but want to refresh it? Optimize your MDF and receive qualified contacts that are exactly the niche you've always wanted to target.

Price varies

Sample purchase: \$1.80 per 1500 – 2000 contacts

Event Sponsorship

A tried and true utilization of MDF, events are where the feet-on-the-street meet! Whether you're hosting your own tradeshow or attending an industry relevant one, APC honors this ask and supports you with whatever cobranded literature and promotional material the accommodates your needs.

Price varies

Data Center Demo Equipment

MDF to be applied for business growth is its foremost objective. Choose to spend your dollars by reinvesting directly back to your company. Purchase APC products for your data center demo you have onsite. This will draw customers in to your location, showcase your partnership with us, and continue the conversation for future business deals.

Price varies based on Market Price

I still have questions...

What if I don't want to do just one thing? Can I pick and choose from the options above?

Yes! As long as the collective cost is within your MDF budget, you can build your request; in fact, we encourage it. Best practice dictates that multi-tiered, multi-channel approaches to end-users ensures greater engagement and generates more leads.

I am approved for MDF but I don't know what I want to do. Who can I talk to?

The APC Channel Marketing team is willing and able to support your creative needs. From assessing your audience you're targeting, to tailoring the message for the event, APC Channel Marketing is a practiced group with creating demand generating activities and creative promotions. Get in touch with the APC Channel Marketing team at channel.programs@apc.com.

These are all great, but I imagine different vendors support each offer. How do I select which vendor to use?

APC has successful relationships with the vendors who support these varying offers available through MDF. Depending on your activity you're requesting, you will not need to look elsewhere. If, however, you have a preferred vendor with whom you like to work but you want APC MDF to cover expenses, this can be discussed with the Channel Marketing team and dedicated APC sales rep. Requirements ask that outputs are co-branded, message is IT industry related and demand generating.

Resources

APC Online Marketing Center

Go here for your marketing enablement needs. Access the latest industry related content. Purchase some promotional materials for your next tradeshow.

Visit the site at www.apcmarketingcenter.com

APC Digital Marketing Solutions

Leverage this digital marketing suite as your gateway to syndicated content, email campaigns, and lead generated activities!

Go to <http://apc.sharedvue.net/infocenter/> to learn more!

APC Partner Central

The epicenter of all APC and IT application trends, APC Partner Central is your go-to site to stay informed about our offers and what is going on in the industry.

Favorite this link! www.apcpartnercentral.com

Dedicated Contacts

We are dedicated to you! Contact Channel Marketing directly at channel.programs@apc.com or your dedicated APC sales rep to start a conversation about your business objectives and how strategic marketing plans can increase your margin.

