

HOW TO OPTIMIZE YOUR MDF FUNDS

CHECK IF YOU HAVE MDF FUNDS

Review your contracts, ask your vendor contact, check your vendor portals, and examine your sales data

1

2

APPLY & SECURE FUNDS

Understand the application process, prepare detailed proposals, and follow the correct steps to ensure applications are complete

ALIGN WITH VENDOR GUIDELINES

Review usage rules and compliance requirements and ensure campaign meets promotional guidelines.

3

4

LAUNCH CAMPAIGN

Execute your MDF-Funded campaign, optimize your campaign types, and ensure every deliverable is compliant.

TRACK PERFORMANCE

Monitor campaign performance metrics and document and report on the campaign and ensure proof of performance is submitted

5

6

REINVEST IN FUTURE CAMPAIGNS

Use insights to inform future MDF applications, build long-term vendor relationships, and reapply for additional funding