

# GROWTH FUND ACTIVITY GUIDE

Program overview



**GIACOM.**

## Introduction

We go above and beyond to help our partners grow their business, which is why by popular demand we've brought back our 'Giacom Growth Fund' Marketing Development Funding (MDF) program.

Through this program, we provide financial support covering up to 50% of your expenses for sales and marketing efforts connected to Microsoft products and services.

This guide details eligible marketing and sales activities, and what's required from you for fund repayment.

**Please note: All activities must reference Microsoft specific products and/or display the Microsoft logo!**

The program runs on a 3-month cycle. [Click here to view submission and activity deadlines.](#)

You can request up to £5,000 per submission. Remember this is joint funding (for example, if you're expecting to spend a total of £10,000 on your campaign you can request up to £5,000 MDF). One submission per company, per cycle will be accepted.

**Please note: Any unused funds cannot be carried into the next submission period.**

## How does the programme work?

It's straightforward, just follow these 4 steps.

### Step 1

Submit your Growth Fund request via our MDF submission form before the next MDF submission deadline. [Click here to access this.](#)



### Step 2

If approved, you can execute the activity detailed in your proposal before the next submission deadline.  
If not approved more information will be requested and you'll need to resubmit.



### Step 3

Once the agreed activity is executed, submit your invoice to Giacom and proof of execution (POE) via our POE submission form before the POE submission deadline. [Click here to access this.](#)



### Step 4

Once POE is approved, we'll process your invoice and payment will be made to you within 60 days.  
Monthly 'check-ins' will be made with your Giacom Rep to review activity performance.



## Eligible Activities and Required Proof of Execution (POE)



## 1. Print Advertising

Including adverts that appear in a newspaper, magazine or other publications. Also includes outdoor advertising.

### What POE will I need to provide?

- Relevant 3rd party invoice (i.e. from media house or print house)
- Copy of final communication piece
- Activity performance report (i.e. expected readership)

### What activities can I claim for?

- Third party media placement
- Printed material
- Marketing and creative services, including agency fees

## 2. Digital Advertising

Including web banners and online advertising placed on a third-party website or third-party email, designed to drive traffic to your website or offer page. Also includes search engine marketing (SEM) and pay-per-click (PPC) advertising.

### What POE will I need to provide?

- Relevant 3rd party invoice (i.e. from 3rd party website)
- Copy of final communication piece
- Activity performance report (i.e. advert click-through-rate, email opens)

### What activities can I claim for?

- Third party media placement
- Marketing and creative services, including agency fees

### 3. Social Media Marketing

Includes search engine marketing (SEM), pay-per-click (PPC) advertising and paid promotions. Plus, paid advertising through social media platforms, such as LinkedIn and Facebook.

**What POE will I need to provide?**

- Relevant 3rd party invoice (i.e. from social media platform)
- Copy of final communication piece
- Activity performance report (i.e. click throughs)

**What activities can I claim for?**

- Third party media placement
- Marketing and creative services, including agency fees
- Monthly subscription fee for the LinkedIn Sales Navigator

## 4. Direct Mail, Email and Mobile SMS

Communication pieces that are mailed or delivered electronically to customers.

### What POE will I need to provide?

- Relevant 3rd party invoice (i.e. print house)
- Copy of final communication piece
- Activity performance report (i.e. click-throughs)

### What activities can I claim for?

- Database acquisition
- Printed material
- Postage
- Marketing and creative services, including agency fees

## 5. Partner Website and Search Engine Optimisation

Creation of a partner website, microsite or content hosted on your website or your social media site. Search engine optimisation (SEO) includes website optimisation services to help attract customers, lower customer acquisition costs, and increase content relevancy to a website.

**What POE will I need to provide?**

- Relevant 3rd party invoice (i.e. Google)
- Copy of final communication piece
- Activity performance report (i.e. click throughs)
- Screenshot with URL (if available) and date visible showing the key-word and results and org (take screenshot of entire page with date of screenshot visible)
- Copy of ad or screenshot of ad with URL (if available) with dates visible

**What activities can I claim for?**

- Marketing services, including agency fees
- Content development fees
- SEO optimisation and maintenance fees



## 6. Telemarketing

Calling customers or potential customers to promote and sell Microsoft products, services, solutions, or platforms.

### What POE will I need to provide?

- Relevant 3rd party invoice (i.e. from 3rd party telemarketing agency)
- Copy of final communication piece (i.e. script)
- Activity performance report (i.e. connected calls, conversions)

### What activities can I claim for?

- Marketing services, including agency fees
- Third party call centre charges
- Database acquisition

## 7. Customer Seminars and Bootcamps

Includes digital events such as podcasts, video on demand and other virtual seminar events. Microsoft bootcamps are customer training events hosted by you to your customers.

### What POE will I need to provide?

- Relevant 3rd party invoice (i.e. from 3rd party event support company)
- Copy of final communication piece (i.e. event presentation)
- Activity performance report (i.e. registrations, attendee list)

### What activities can I claim for?

- Signage, displays, printed materials
- Giveaways
- Marketing services, including agency fees
- Registration fees
- External speaker (note: travel and hotel expenses eligible for speaker only)
- Facility and equipment rental including Surface devices owned and managed by a third party
- Catering (**excluding alcohol**)

## 8. Tradeshows and Expositions

Expositions are sales events hosted by you with the primary focus to promote the sale of Microsoft products through demonstration and handouts. Trade-shows and expositions that are executed digitally/virtually are also eligible.

### What POE will I need to provide?

- Relevant 3rd party invoice (i.e. from 3rd party event support company)
- Copy of final communication piece (i.e. event presentation)
- Activity performance report (i.e. registrations, attendee list)

### What activities can I claim for?

- Signage, displays, printed materials
- Giveaways
- Marketing services, including agency fees
- Registration fees
- External speaker fee (note: travel and hotel expenses eligible for speaker only)
- Facility and equipment rental including Surface devices owned and managed by a third party
- Catering (excluding alcohol)

## 9. Customer Offers

Customer offers are activities with promotional giveaway items offered to customers to create excitement, generate sales opportunities, and reward outstanding sales performance.

### What POE will I need to provide?

- Relevant 3rd party invoice (i.e. from 3rd party event support company)
- Copy of final communication piece (i.e. promotional flyer)
- Giveaway T&Cs
- Activity performance report (i.e. sales leads)

### What activities can I claim for?

- Signage, displays, printed materials
- Giveaways
- Marketing services, including agency fees

## 10. Internal Incentives

Internal incentives are activities where prizes are awarded to your employees (for example, sales staff) for achieving specific goals or for sales teams for winning sales contests.

### What POE will I need to provide?

- Relevant 3rd party invoice (i.e. from external agency)
- Copy of final communication piece (i.e. incentive details)
- Activity performance report (i.e. sales leads)

### What activities can I claim for?

- Signage, displays, printed materials
- Giveaways
- Marketing services, including agency fees



## 11. Microsoft Exams and Tuition

Official Microsoft exam and tuition fees for certifications and Solutions Partner Designations available at [www.microsoft.com/learning](http://www.microsoft.com/learning).

### What POE will I need to provide?

- Relevant 3rd party invoice (i.e. from 3rd party provider)
- 
- Exam completion certificate )

### What activities can I claim for?

- Microsoft exam fees for certifications and Solutions Partner Designations
- Microsoft tuition fees for certifications and Solutions Partner Designations
- Tuition expenses for training on third-party solutions
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- Microsoft Certified Trainer renewal fee (no metric required)

## 12. Internal Training and Floor Days

In-person training for internal personnel to help develop your teams sales, marketing, customer relationship management and technical expertise on Microsoft software and solutions. Floor days and internal sales kick-off events are days dedicated for your sales staff to focus on the sale of Microsoft software.

### What POE will I need to provide?

- Relevant 3rd party invoice (i.e. from 3rd party training company)
- Copy of final communication piece (i.e. sales presentation)
- Activity performance report (i.e. attendee list)

### What activities can I claim for?

- Training, tuition, registration, digital training platform or digital training formatting
- Signage, displays, printed materials
- Giveaways
- Marketing services, including agency fees
- External speaker (travel and hotel expenses eligible for speaker only)
- Facility and equipment rental
- Catering (excluding alcohol)

Any questions? Our team are happy to help  
Call **03304 333 888** or email [growthfund@giacom.com](mailto:growthfund@giacom.com)

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