

**+ Who would be involved in the delivery?**  
IDA will provide you with a data base of experienced consultants to select from depending on your needs.

**+ Eligible Expenditure**

- The salary costs of an internal staff champion capped at €200 per day (up to 40 days)
- The consultant costs supporting the programme, inclusive of overheads capped at €1,500 for the first 10 days and €900 for each day thereafter (up to 25 days)
- Purchase of market research material to a max of €10,000
- Development of marketing collateral (including production of collateral up to €4,500)

Maximum eligible expenditure €60,000 with a grant offer of up to a maximum of 50%. An international Marketing Course for the Internal Champion and a mentor arrangement will also attract funding from IDA.

**+ Process**

- Company selects appropriate Consultant from database
- Application form completed outlining scope of programme, costs and targets in collaboration with Consultant
- IDA assessment undertaken
- IDA internal approval process
- Company informed of outcome of application for grant aid

**+ Grant Drawdown against Expected Milestones**  
Companies approved a grant under this programme will be required to meet a number of targets which will be reported to the Project Executive for review to enable grant drawdown.

**Targets to be achieved for the Marketing Plan (first part of grant drawdown – 50% of grant)**

- A. Application form submitted to IDA by the company outlining the scope of the work.
- B. Marketing Plan to be submitted to consist of:
- Number of new market(s) identified for existing products launches and/or number of existing market(s) identified for new products launch
  - Number of market(s) opportunities identified and validated
  - Channel to market(s) clarified and scoped out
  - Number of target customers identified for each market
  - Implementation plan designed

**Targets to be achieved for Marketing Plan implementation (second part of grant drawdown – remaining 50% of grant)**

- C. Submission of meeting reports as identified through the marketing plan, with the target customers by Company Marketing Champion outlining who was met, the discussion that took place and the outcome (in compliance with Data Protection).







# International Marketing Programme



**For further information contact**

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Ireland. Right place **Right time**

The International Marketing Programme aims to assist IDA Ireland companies to further develop and increase in-house marketing capability. IDA Ireland is keen to support companies to expand their marketing efforts so that they can generate new markets and new opportunities. This grant programme will support companies in accessing external marketing capability and knowledge.



#### + Companies that can apply

A small or medium sized FDI company in the IDA portfolio that:

- needs to secure access to new markets with existing products or existing markets with new products
- is engaged in a transformational agenda as agreed with IDA Ireland Project Executive
- has identified a Company Marketing Champion to take responsibility for marketing and for the development of marketing competence (approximately 30% of Internal Marketing Champion's time)
- has ideally gained Corporate agreement to marketing activity if necessary.

#### + Company Classification for access to the programme

1. Marketing currently reside in HQ – Dependency on HQ with no marketing competency in-house.
2. Marketing currently by geography – Self-sufficient for all marketing for specific markets with in-house competency but under-resourced to develop/use it.
3. Marketing responsibility globally – Self-sufficient for all marketing globally with marketing competency in-house but under-resourced to develop/use it.
4. Companies that want to broaden the technical marketing competencies of their engineering/ technical personnel.

The level of grant awarded shall take into account the classification of company applying for the grant aid.

## Stages of the International Marketing Programme

A company can sign up to all stages below and the level of grant aid will be dependent on the classification of the client company.

Stages of the International Business Development Programme	Who decides	Outcome / Output expected for grant drawdown	Cost
1. Scope out the Marketing Plan	Consultant with CMC	Company Application Form	IMP Elements @ 50% funding using De Minimis- Aid
2. Research to determine market opportunity	Export Services Programme/Consultant with CMC	Market opportunities identified and validated	
3. Determine the best route to market	Consultant with CMC	Route to market identified	
4. Identify channel partners	Consultant with CMC	Channel to market identified	
5. Identify target customers – end users	Consultant with CMC	Target customers identified	
6. Design an implementation plan that supports overall Marketing Plan	Consultant with CMC	Plan submitted to IDA with targets agreed	