



theamigosnetwork

## **Solutions Brief:**

### Market Activation™ for the IT & Security Channel

A programme designed to complement modern buyer behaviour

Delivering everything sales and marketing leaders need to achieve  
higher performing demand creation with accountability built-in

# Higher Performing Demand Creation through our buyer communities



Included in Market Activation are all the systems, campaigns, content, management reporting dashboards and analytics to take you through the entire marketing qualification process, creating high-intent leads for better informed sales conversations..

## Results driven

Market Activation™ is unique. It's a single, seamless managed marketing programme which focuses on what matters to you – the value you get from your sales and marketing investment and the results you need in return.

## Relationships, not quick flings

Through our engaged buyer communities, we create lasting relationships based on what matters to your audience and what they want from you in return.

## Sophisticated Technology

Whether a single or two-tier sales model, we include everything needed to manage, nurture, report and measure engagement, all centrally managed for greater performance, accountability and control.

## Performance & Accountability First

By offering our combination of strategy, content and automation, we're able to manage and control your investment in one place and to ensure any performance meets your expectations. We're accountable for results.



# Demand generation at a lower cost per lead



**Your programme will be created to reflect business goals, using content to engage buyers whilst we manage them through the process to inform warmer sales conversations.**

## Business Readiness

Strategic planning to set measurement goals and SLAs:

### Market Strategy:

- Growth Objectives
- Market Positioning
- Brand Performance
- Proposition & POD
- Contact Strategy

### Sales Planning:

- Sales Vision
- Conversion Ratios
- Deal Size
- Sales Cycle
- Market Segmentation
- Annual Operating Plan

## Automation & Analytics

Technologies for increased efficiency, transparency and market intelligence:

### Marketing Automation:

- CRM
- Data Management
- Content Distribution
- Reporting & Analytics Dashboards
- Integration with existing systems

## Campaign Execution

End-to-end implementation, management and delivery of market strategies:

### Campaign Planning:

- Content Strategy
- Media Strategy
- Communications Plan
- Campaign Direction & Management

### Campaign Execution & Management:

- Content creation
- Email
- Campaign Landing Pages
- Social
- Digital Marketing
- Events

## Lead Development

Development of new leads and prospects and coordination of sales conversion:

### Sales Co-ordination:

- Measurement and reporting tools
- Lead progression and scoring
- Maintenance of prospects
- Accountability for pre-agreed SLAs
- Optional Telemarketing
- Call management Integration with most CRM's

## Plug & Play

Save cost and resource. Everything is included to sustain a sales and marketing lifecycle.

## Informed sales conversations

We incorporate every aspect of the user experience into a single journey, building meaningful buyer relationships and communities.

## Multi-disciplined

Access to all the experience, skills and resources necessary to deliver engaging content and effective campaigns.

## Automated

Access to all the necessary technology needed to support modern demand creation, without the cost

## Cost neutral

Different funding models can create cost neutrality or become revenue generative.

## Guaranteed results

SLAs agreed upfront, tracked and monitored throughout the programme.

## Additional services

- Channel Recruitment
- Channel Enablement and Management portal
- Channel Incentives and Gamification
- Deal Registration
- Sales: ISR, SDR, Pre-sales
- Project based services – events, video production, copywriting, creative,

## Access to an already engaged Buyer Community for sales and marketing leaders demanding greater value and return from their marketing budgets

### Technology start-ups

- Strategy for growth
- Lower market entry costs
- Local marketing and sales programmes
- Minimal day-to-day management
- Access enterprise grade MarTech

### Single-tier vendors

- Beat lead fatigue in your sales team
- Brand amplification and lead generation
- Less sales resource needed for calling
- Remove the heavy lifting from marketing
- Visibility of sales progression

### Vendors with 2-tier channel

- Incentivise channel with actionable leads
- Assure their focus and amplify your brand
- Greater adoption of existing campaigns  
Leverage their existing customer relationships
- Full visibility of buyer engagement for all
- Greater adoption of existing campaigns

### Businesses impacted by economic downturn

- Lessen the impact of reduced budgets
- Achieve more impact with less resource
- Gain greater value and less cost per lead
- Experience significant economies of scale
- Scalable in any market

### Distribution

- Create greater value to vendors and partners
- Take ownership of buyer influence
- Actionable leads and visibility of sales progression
- Additional revenue opportunity (up to 70%)
- Access knowledge about buyer behaviour

### Partners supporting multiple vendors

- Support building an MDF business case
- Easy for vendors to commit
- Access to essential automation tools
- Cost neutral/positive models
- Remove heavy lifting from marketing
- Less sales resource needed for calling

### Typically in excess of 500% ROI

- Economies of scale
- Guaranteed leads
- Accountability and transparency throughout
- Ask us about cost neutral/revenue generative environments!