

# Market Activation™

## Creating certainty in sales pipelines

One smart, flexible approach providing marketing and sales leaders with everything they need for high-performing demand creation and more informed sales conversations.

Solutions Brief: All-in-one, plug and play, fully managed marketing and sales programme

## Seamless, results driven

From strategy to sales call and all the execution in between. Market Activation™ offers results you can see, manage and trust whilst delivering economies of scale and typical ROI of 500%+.

## Robust pipelines



### Results you can count on

Our focus is delivering value for your investment in marketing and sales where it counts - your bottom line. Proven, measurable, visible, accountable.



### Relationships for the long term

Through our engaged buyer communities, we help you foster meaningful relationships that ensure long-term loyalty over fleeting interactions.



### Enterprise-grade martech, simplified

Centralised management, nurtured engagement and access to detailed insights offers visibility of performance, empowering you to stay in control.



### End to end accountability

Because we are accountable for the full demand generation lifecycle, we are able to build in SLAs up front. Our promise? We do what we say we will.

## Have it your way

### Technology start-ups

- All the skills without the overheads
- Scalable, minimal market entry costs
- Be a strong competitor from Day 1
- Recruit and enable channel

### Direct sales and marketing

- Brand amplification
- Streamlined lead generation
- Revive MQL fatigued sales teams
- Actionable data to inform sales calls

### Channel sales and marketing

- Recruit or enable channel
- Leverage relationships with customers
- Full visibility of lead development
- Significant economies of scale

### Distribution

- Deliver greater value to customers
- Generate measurable revenue streams
- Access actionable buyer insights
- Stakeholder visibility of sales progression

# Key features

AMIGOS  
network

Low CPL. High ROI. Economies of scale. Revenue neutral and revenue positive models

## A comprehensive service for marketing and sales teams

Take the guesswork out of demand generation and lead conversion with this unique programme designed to deliver consistent results in any market, whilst optimising cost-efficiencies and economies of scale.

### Business readiness

- **Market Strategy:** Growth planning, brand positioning
- **Target ICPs:** From engaged buyer communities, channel relationships and access to whole of market data
- **Sales & Performance Planning:** Optimised sales cycles, market segmentation, deal size targets
- **Performance Guarantees:** Clear measurement criteria dictates our accountability.

### Lead development

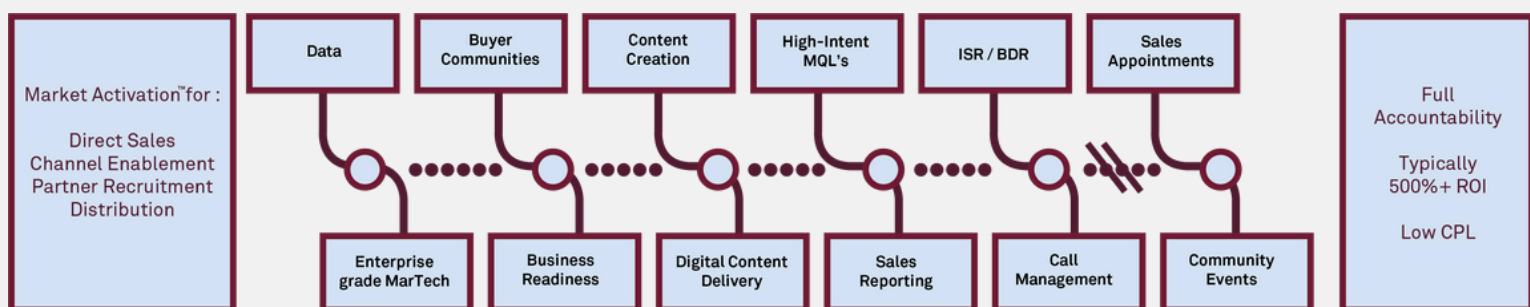
- Focused engagement, stronger connections and lasting impact through brand-led micro communities.
- Full funnel lead scoring and progression
- Delivery of high-intent leads ready for sales calling
- Full visibility for all stakeholders

### Content planning & creation

- Detailed communication strategy
- Content funnel gap analysis
- Purpose-led to drive engagement
- Campaign and content creation
- Creation, curation, syndication
- Multi-channel content distribution

### Sales alignment

- Data management and enrichment
- Lead reporting
- Call reporting
- Pipeline value reporting
- Sales portal access, unlimited licenses
- Integration with CRM



Contact us



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