



Market ActivationTM

Demand-as-a-Service for
smarter, more informed
sales conversations.



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What is it?

Demand-as-a-Service™ is a **fully managed, plug-and-play** service which offers all the **essential components** of a modern-day go-to-market.


Whether you're attracting new buyers, recruiting or enabling channel partners, this one programme is flexible enough to offer **existing teams** an established channel to market, or take as a **standalone service**.



Why it works

It includes all the necessary **Enterprise grade skills, resource technologies** needed to create robust sales pipelines in today's world.

You will achieve greater **economies of scale** and be more **competitive** at a **fraction of the cost** it would take to do it all in-house or using siloed outsourcing.



It's your competitive edge: a performance-led programme offering the 3 essential components to activate interest, build engagement, and create sales conversations.

1

Active Communities

Engaged audiences of technology buyers or channel partners

2

Engagement Engine

Purpose-led, multi-format content creation and publishing

3

Demand Engine

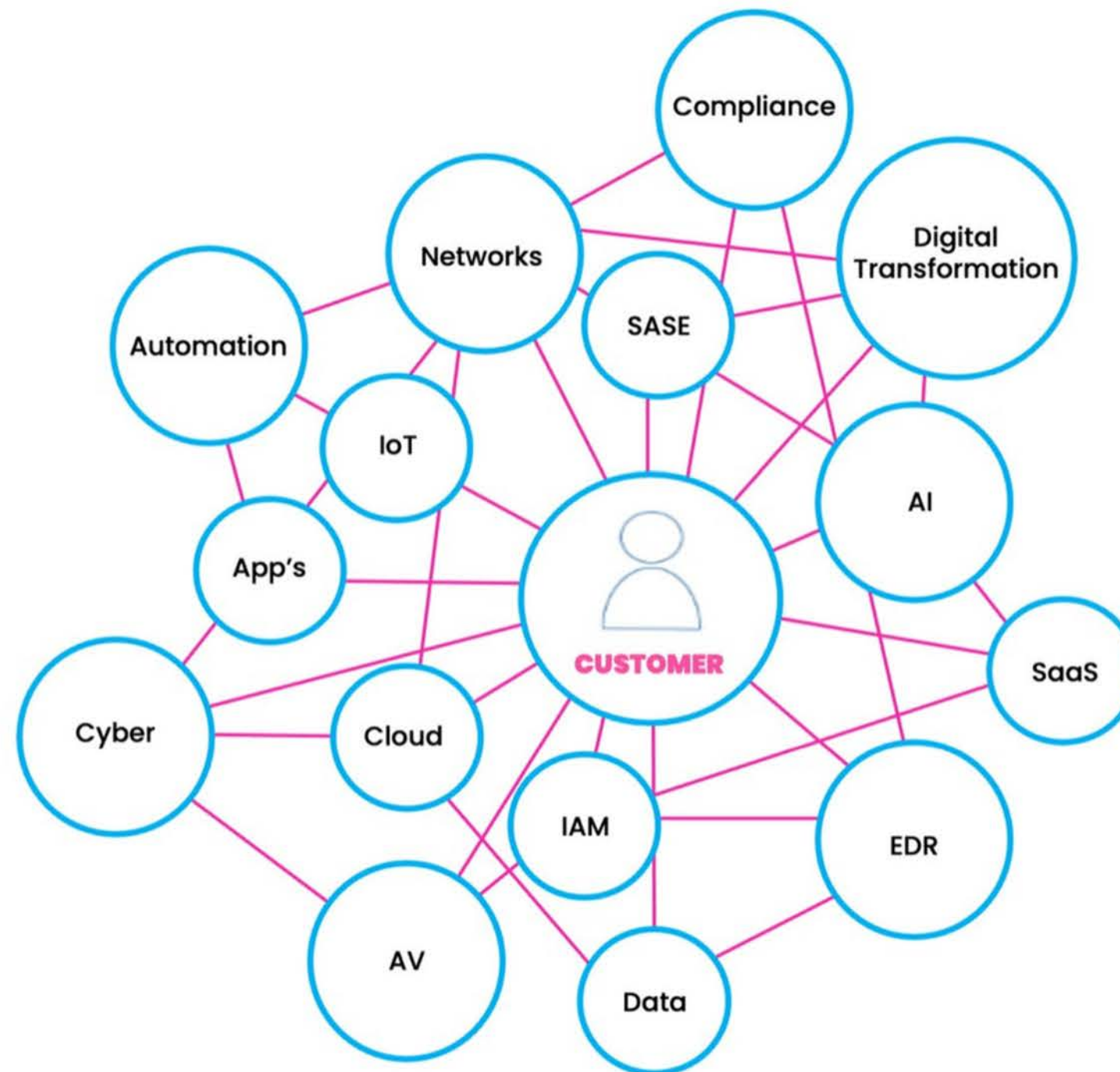
Persistent outreach, behavioural progression, high-intent leads, sales appointments



Engaged Communities

Our communities connect **thousands of IT and cyber security professionals** across the UK, EMEA and the UK **EVERY DAY** with providers of technologies and services.

When you need to influence decision-makers **AND** their teams



ENGAGED COMMUNITIES



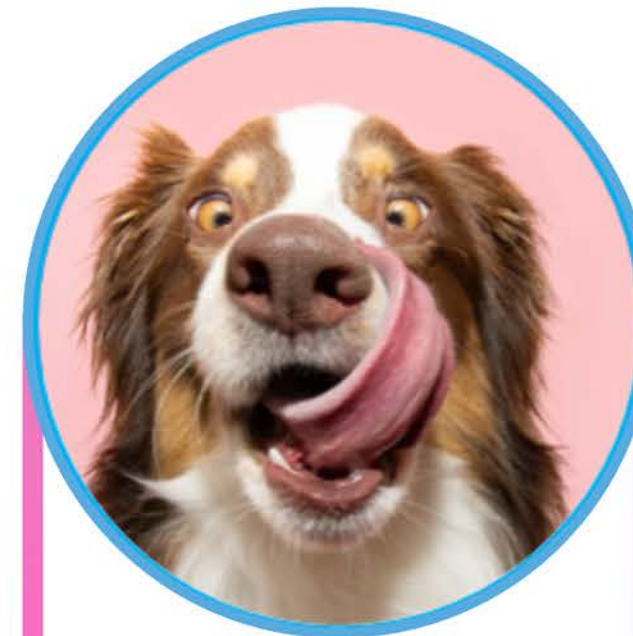
MYREDFORT

Cybersecurity
buyers



Cloud Community

Cloud technology
buyers



TechSellers

Vendor, distribution &
channel marketplace



Engagement Engine

Remain connected with audiences
throughout buying cycles with audience-first
content for better informed sales
conversations.



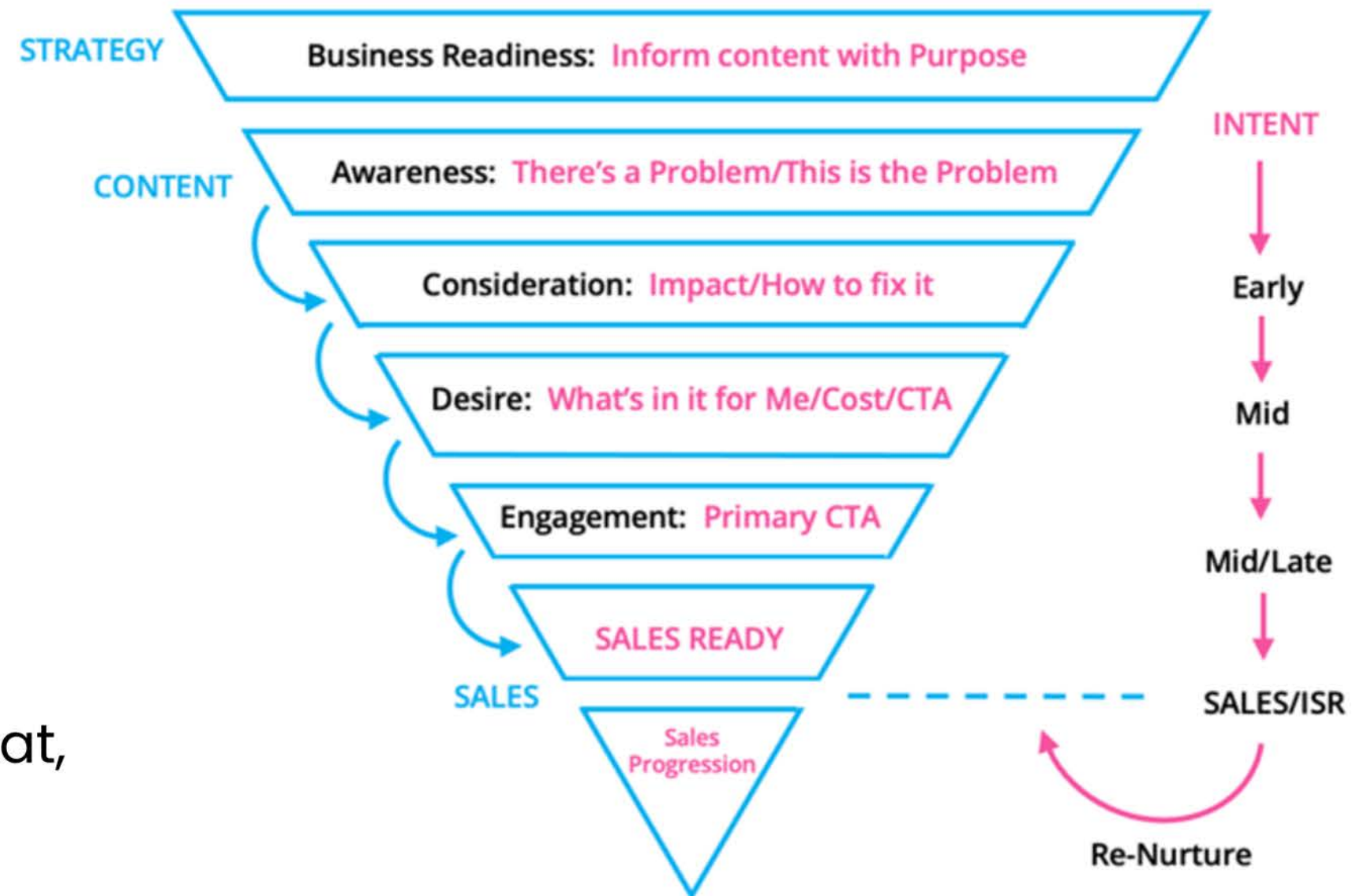
Audience-first content is curated, syndicated, and originated, and includes audience contributions



Consistent and persistent outreach throughout



Full impact with multi-format, multi-channel delivery



Demand Engine

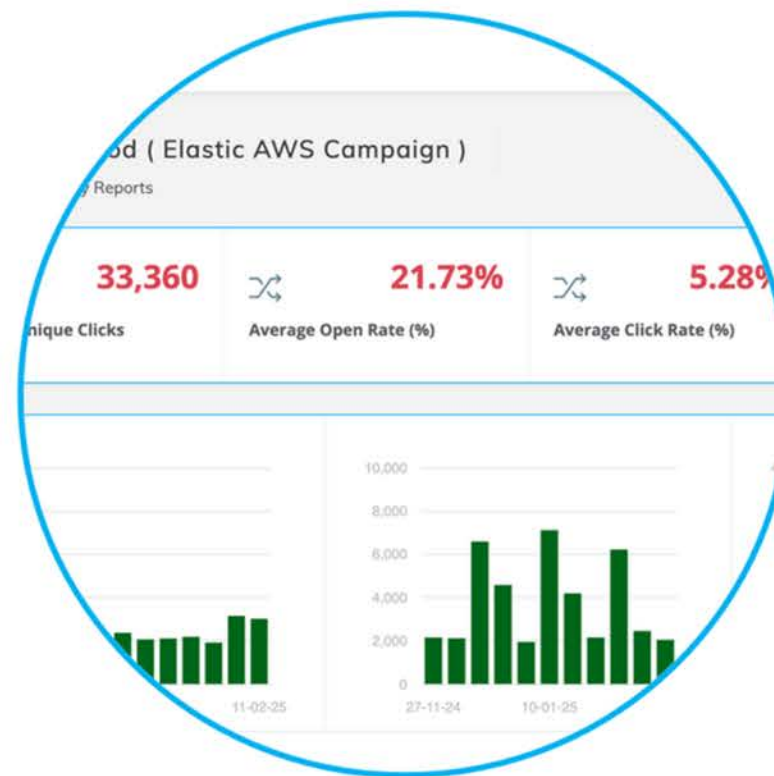
Transparent **behavioural insights**, lead progression and **cumulative intent data** available for all stakeholders.

Full visibility of all performance



Brand Awareness

Amplification from broad content in newsletters, social and podcasts



Lead Qualification

Metrics agreed from the start and measured throughout



Targeted ICP Outreach

Laser focus and relevance for products and services

Sales Integration

Every interaction is measured, tracked and reported for **optimum sales intelligence**.



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Intelligence for Marketing & Sales Leaders

Bringing the good news

Who clicked, downloaded, when, dwell times and what triggered the interest

Excluding the vanity metrics

Machine opens don't score, and negative engagement scoring applied when appropriate



Dashboard of values

Emerging pipeline £value across early, mid and high-intent leads along with sales call activity.

Marketing to sales handover

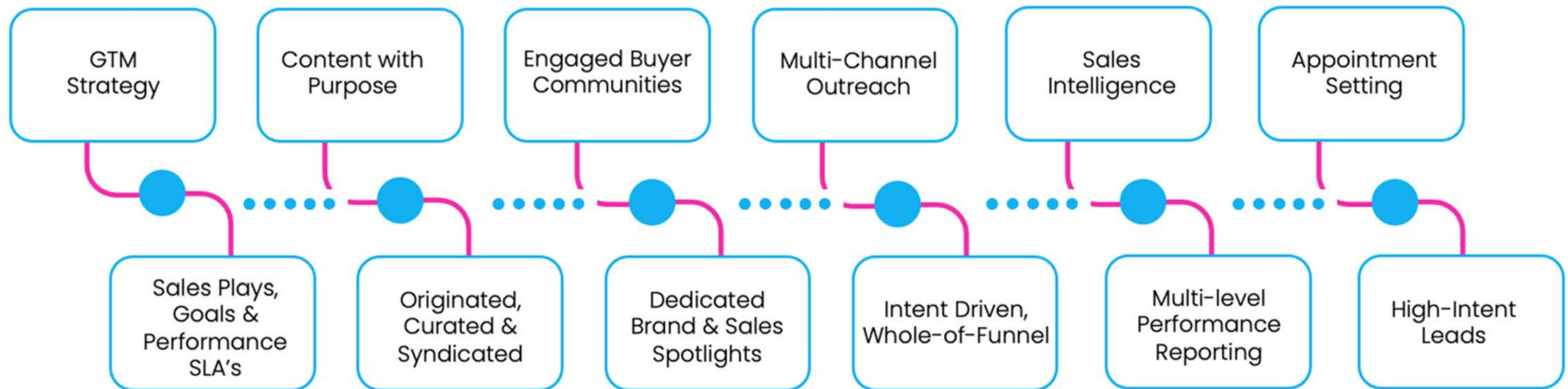
When leads are sales qualified, they are ready for you to push to CRM. You decide.

Everything included

For any business needing an additional way to generate leads, an alternative to project-based outsourcing, or a reduction in staff overheads.

EVERYTHING INCLUDED

Everything needed to guarantee results



40%

Average Weekly
Open Rate

70%

Average Weekly
Open Rate

500%

Minimum ROI

£45

Average SPL

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Designed for impact

Nothing else on the market today offers the same core components, **service levels** and **performance guarantees** needed to succeed.



Direct Sales

Use as an additional channel to market or to support existing teams.

An outsourced team as accountable as yours.

Economies of scale in multiple markets.



Channel-First

Whether you're too early for distribution, or want to go it alone.

Partner recruitment and market activation.

Managed programme designed for growth.

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Distribution

Greater value for vendors and partners.

Competitive advantage through the influence of the buying experience.

Cost-neutral and revenue-generative models.



Channel Partners

Enterprise-grade skills, resources and martech.

Engagement throughout buying cycles, adding value.

Cost-neutral potential through a considered approach to using MDF.



Start-Ups

Avoid lengthy, expensive recruitment processes and martech deployments.

Land and expand in multiple markets.

Economies of scale as you grow.

KOOLSPAN

White Label

Extend your offer with a fully resourced demand generation engine.

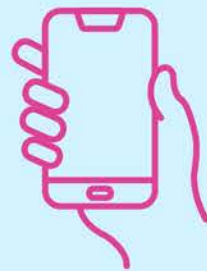
New revenue streams and markets.

Referral model is also available.



Ready to put more **GO** in your **Go-to-Market?**

If you're serious about creating **higher-performing pipelines** for the long term, book some time with us for an overview or demo.



Book a meeting

shelley.hirst@theamigosnetworks.com

www.theamigosnetwork.com