

Solutions Brief: Market Activation™

Higher Performing
Demand Creation

Higher Performing Demand Creation through our buyer communities



Included are all the systems, campaigns, content, management reporting dashboards and analytics to take you through the entire marketing qualification process, creating 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.

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.

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.

Performance 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

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.