

higher performing demand generation

We help brands build direct customer engagement and demand with our plug-&-play managed service.

Included are all the systems, campaigns, content, management reporting dashboards and analytics to take you through the entire marketing qualification process, creating sales leads for you to turn into business.

Results driven service

Market Activation™ is unique. It's a single, seamless managed marketing service 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.

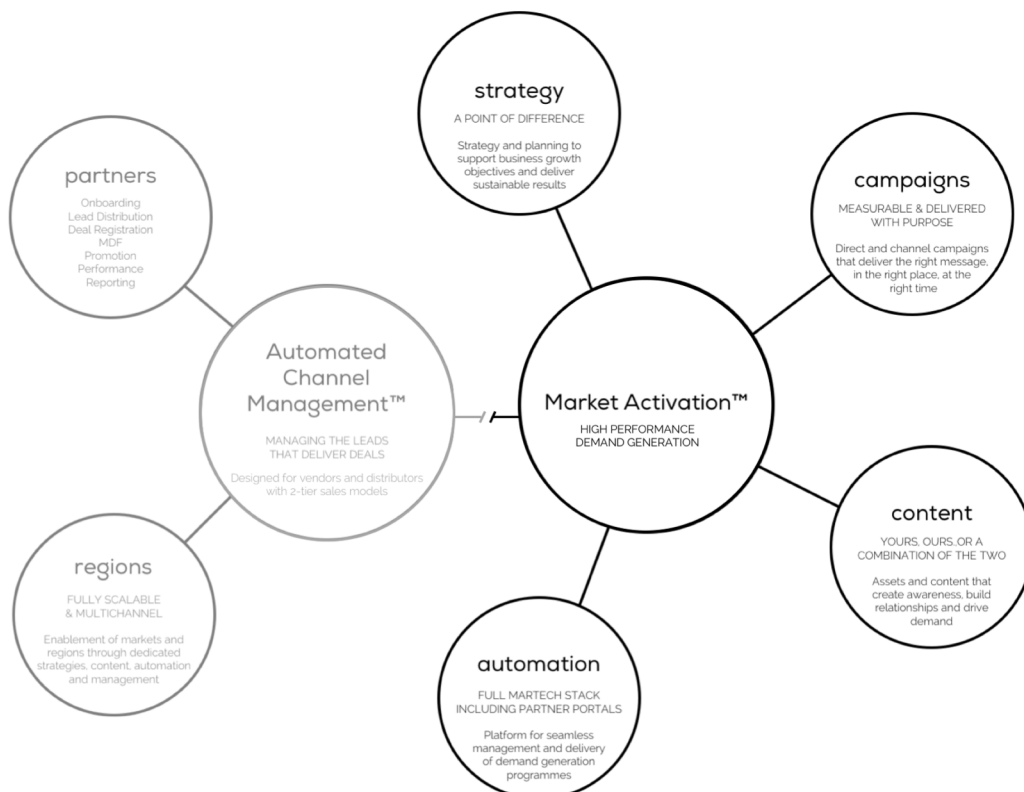
Relationships, not quick flings

We create lasting relationships and communities that reflect buying trends and focus on what matters to your audience and what they want from you.

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.

Included in Market Activation™ Demand Generation Ecosystem



Demand Generation at half the cost

With or without a supporting internal team, we create campaigns that reflect market trends, connecting buyers through content at exactly the right time.

Business Readiness

Strategic planning for making new and the development of existing markets:

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:

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

Lead Development

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

Sales Coordination:

- Measurement and reporting tools
- Lead progression and scoring
- Maintenance of prospects
- Accountability
- Results

key benefits

Plug & Play

Our end to end programme is ready made and includes everything needed for a sustainable sales and marketing lifecycle.

Seamless

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

Multi disciplined

We've got all the experience, skills and resources necessary to deliver engaging content and effective campaigns.

Automated

We deploy and manage multiple technologies so you don't have to, giving you all the intelligence needed to understand your markets.

Cost neutral

Our integrated approach helps attract vendor funding models, often resulting in cost neutral campaigns.

Guaranteed

Our SLA's set out agreed deliverables at every stage of the programme lifecycle

- So no surprises, just guaranteed results.