

# what did your marketing budget buy you?

Part 3: Access to a community  
of engaged buyers

**In the modern marketplace, technology buyers are savvier than ever before. They're engaged, informed, and often several steps ahead of marketers.**

**They seek information, reviews, and insight long before they ever talk to a salesperson and this shift has forced marketing and sales teams to re-evaluate where they allocate resources.**

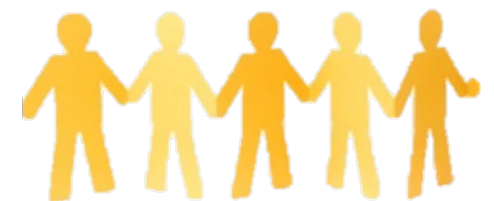
As we delve into Part 3 of our series, we'll explore the value of securing access to a community of engaged buyers and why this is where a slice of your marketing budget should be heading.

### **A Modern Buyers Journey**

Today's buyers prefer to do their homework. With the vast amount of information available online, consumers now prefer to gather as much knowledge as possible before engaging with a salesperson.

This self-driven research phase allows buyers to feel more in control of their purchasing decisions. Websites, peer reviews, testimonial videos, forums, and social media are just some of the platforms where they seek insights.

A business that doesn't have a presence or fails to engage on these platforms is highly likely missing out on a significant portion of this rich seam of potential customers.



## Part 3: A Community of Engaged Buyers

### Make it all about them

There's so much content out there, readers are spoiled for choice.

That said, relevance is the watchword and what's important to them, wherever they are in their decision-making journey.

Communities offer a way to position messaging with a level of impartiality and neutrality that doesn't exist when directly sent from brands.

That's not to say the sales message isn't important, but buyers value trust and information that helps them with decision-making at their own pace.

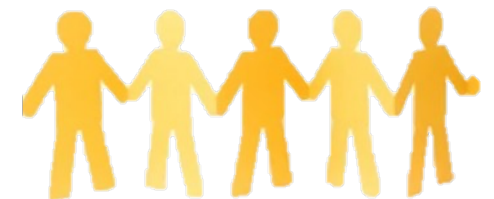
### Brand Amplification

Communities are the perfect way to amplify brands. By actively participating, it boosts visibility and engagement through sharing valuable insights and fostering genuine connections.

### Measuring engagement and intent

Understanding where potential buyers are in their intent-to-buy cycle is crucial. It allows marketers to tailor content and engagement strategies effectively. Some tools and platforms can help businesses identify and measure user engagement:

- **Analytics software:**  
Tools track website visitors, type of page views, and bounce rates to determine the level of engagement with your content.
- **Enterprise-grade MarTech:**  
Integrated platforms track buyer interactions and their past behaviours to anticipate their intent to buy
- **Brand engagement:**  
A window into how potential customers are interacting with your brand, what questions they're asking, and what content resonates with them.



## Part 3: A Community of Engaged Buyers

- **Attribution:**  
Captures and assigns value to different touchpoints in a buyers journey, helping marketers to understand interactions and sales to have better informed conversations.
- **Intent:**  
Identification and evaluation of specific actions and behaviours from potential buyers signalling their readiness or likelihood to make a purchase.

### The importance of continuous engagement

When considering the importance of continuous engagement, it's best remembered that buyers own the buying cycles, not the sellers.

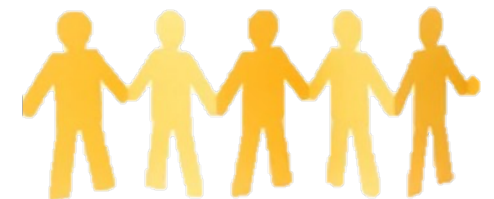
Despite the IT Channel's desire for quarterly-focused campaigning, buyers simply don't perform at that pace.

The goal isn't just to engage buyers when they're on the brink of purchasing as, by then, it's too late.

A far better approach is to keep them engaged **52 weeks of the year** with content that feeds and fuels buying cycles.

Here's why year-round engagement matters:

- **Top-of-mind awareness:**  
By maintaining regular communication, your brand remains at the forefront of the consumer's mind.
- **Building a relationship:**  
Continual engagement allows for a deeper relationship, understanding their changing needs and preferences.
- **Gathering insights:**  
Regular interactions provide invaluable feedback and insights, which can be used to refine products, services, and marketing strategies.



## Part 3: A Community of Engaged Buyers

### Tapping into a technology buyers' community

One of the most effective ways to ensure consistent engagement is by gaining access to or building a community of engaged buyers.

1. You get direct access to a group that's already interested in your industry or product.
2. You can foster genuine relationships, turning potential buyers into brand ambassadors.
3. You gain insights from discussions, feedback, and even criticisms, offering a roadmap for improvement.

### Less skips, more clicks

When buyers trust a source, they're more inclined to engage with its content, including opening emails and clicking on links.

All this leads to a stronger CTOR, better lead attribution and the quality of intent measurement.

When Communities are underpinned by the winning mix of content relevance, attribution and intent measurement and visibility to sales, it creates an extremely powerful route to market.

### Conclusion:

While the avenues of marketing are vast, directing your budget towards building or gaining access to a community of buyers who happily engage in a more impartial environment than a sales website, offers a high return on investment.

Not only does it allow for a deeper understanding of your buyer's journey, but it also fosters relationships that can translate into sustained revenue streams.

**Remember, in today's fast-paced world, it's not just about making a sale—it's about building a community. And there's no better investment than in people who believe in what you offer.**



# A win for buyers - a win for you.

Our three founders have had long careers specialising in Strategies for Growth, Communications, and Martech coming from diverse backgrounds in Technology and Retail Advertising markets.

We've witnessed the way technology buying has evolved, recognising the nuanced paths of today's decision-makers.

Today's buyers think differently; their decision-making paths aren't straightforward anymore.

Our deep understanding of the complexities, challenges and risks of not achieving adequate ROI on sales and marketing investment led to us creating this market-beating programme.

Market Activation™, is a programme designed to build buyers' trust and engagement with brands whilst supporting our clients by providing actionable data to create better-informed sales conversations.

By making ourselves accountable for the end-to-end process, we're able to guarantee the results from the start.

Through Market Activation™, we bring clarity, responsibility, and a sure-fire path to growth.

We hope you like it enough to ask us to show you how we can transform the value you get from your marketing investment in the form of better sales outcomes.

[www.theamigosnetwork.com](http://www.theamigosnetwork.com)

Book a meeting with us and learn how to connect with our Community of Engaged Buyers:



**Book a Meeting**