

More Demand

Demand more

For Sales and Marketing leaders in the IT Channel who expect better outcomes from their investment in building strong pipelines.

Market Activation™

More **GO** for your GTM

Market Activation™ is a fully managed, subscription service offering all the essential components of a modern-day demand and pipeline creation.

Whether you're attracting new buyers, recruiting or enabling channel partners, or are a distributor wanting a competitive advantage, this one programme is flexible enough to offer any business a powerful route to market.

More powerful

Market Activation™ works because it helps businesses move faster, waste less, and scale with confidence. This starts with ICPs who already care enough to show up consistently.

This means less chasing, fewer dead leads, cleaner handover to sales, and a pipeline teams can trust.

Better still, it comes with a predictable cost base that's a fraction of what it would take to manage through disconnected suppliers or added headcount.



More engagement

Our communities provide market and peer-led insights that help shape buying decisions, connecting senior decision-makers and their teams with market-leading technologies.



Online

Our programmes perform better because they reach the warm audiences that we've grown over the years. Brands can engage either **buyers or channel partners** who trust the environment, understand the context, and return regularly.



In-person

Our results deliver better-informed sales conversations and higher-quality pipelines.

More from buyer communities



MYREDFORT

Security &
Telecoms

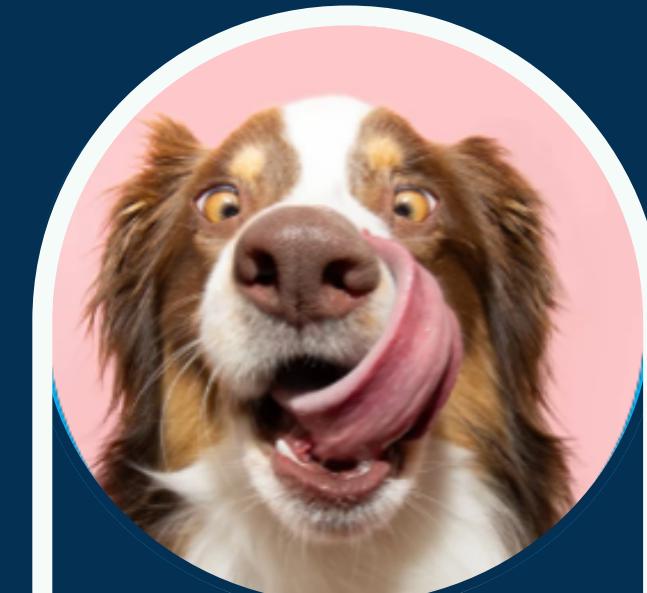
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Cloud
Community

Cloud &
Telecoms

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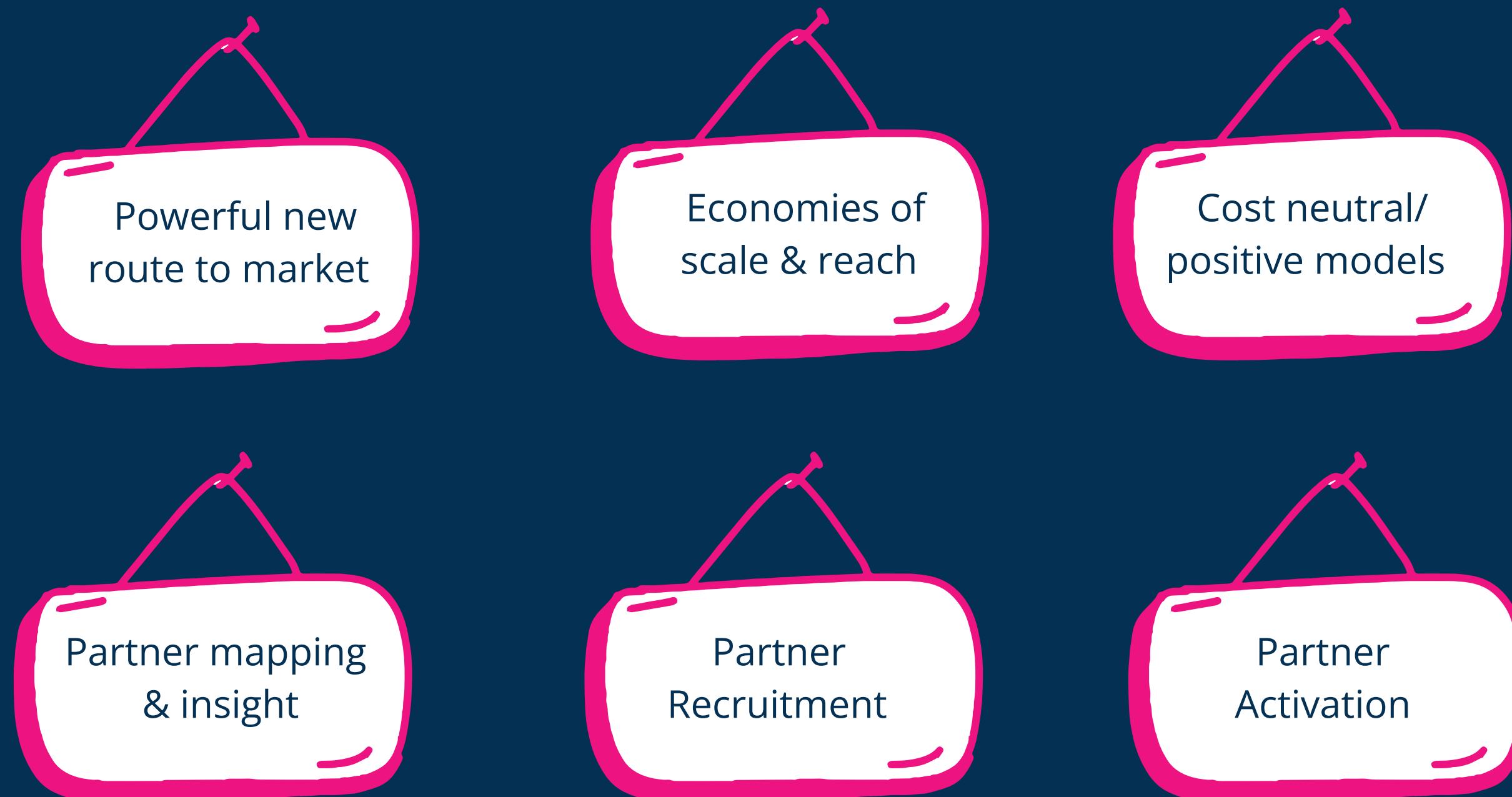


TechSellers

IT Channel

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More of what's important



More from a single programme

One performance-led system eliminates waste, turns intent into conversations, and provides the visibility and accountability marketing and sales teams need,

1

Technology Communities
Engaged audiences of
technology buyers
or channel partners.

2

Engagement Engine
Content to maintain
momentum throughout
buyer journeys.

3

Demand Engine
Persistent, multi-channel
outreach, behavioural
intent progression.

4

Intelligence Engine
Intelligence-backed sales
signals and reports are
visible for all.

More for your money

Strategy

Business Readiness maps the ICPs, sales plays and required outcomes to align investment, performance and ROI.

Delivery Engine

Consistent, persistent delivery to your engaged audiences across multiple digital channels and in-person events.

Demand Engine

Behavioural insights, lead progression and cumulative intent signals are available for all stakeholders.

Sales Intelligence

Focus on only the highest intent in their bespoke portal for better informed sales conversations.

More happy customers

Just some of the industry's leading technology vendors, ambitious partners, and visionary start-ups we've had the pleasure of working with.



DataBee



More impact

Nothing else on the market today offers the same core components, service levels, value, and performance guarantees needed to succeed in today's sales and marketing environments.

Ready for
More **GO** for your GTM?



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