

# Hello, Amigos!

welcome to marketmaking from the amigos network

We're a group of marketing specialists with strong IT sector experience who share a similar vision - to provide an alternative to the current IT sales and marketing model.

## We need to shake things up!

The IT landscape has changed. Digital Transformation is not only defining the products and services we sell, but changing how our customers engage with us.

## Nothing's the same anymore

Traditional channel marketing and lead generation is no longer fit for purpose.

- Emails don't cut it
- Cold calling doesn't connect
- Who turns up for events?

## Lasting relationships, not quick flings

Audiences only engage when they're interested or inspired. But it's not just about engagement, it's relationships we want.

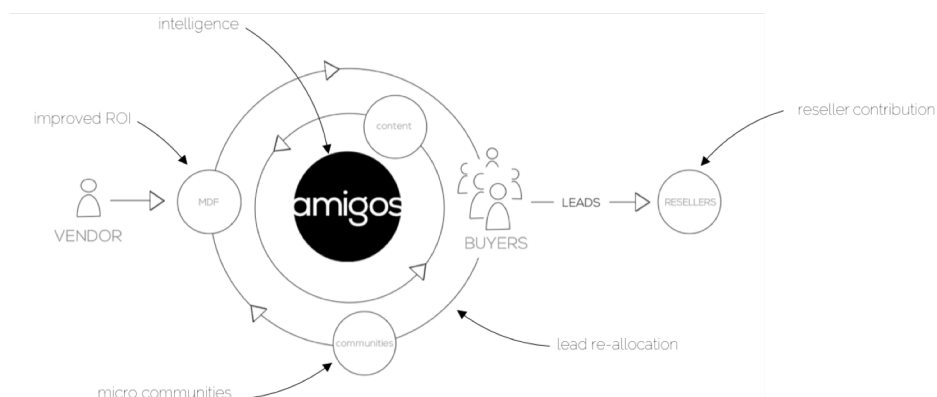
## We need to shake things up!

There's no shortage of marketing investment for the funding of marketing teams, suppliers and MDF, but who's accountable and what does it cost?

**By establishing a single market development network, we can leverage greater MDF utilisation and a stronger ROI.**

## marketmaking – pure & simple

building consistent and lasting direct markets for greater channel control and sustainable growth. End-to-End. Seamless. Multi-Disciplined. Automated.



# marketmaking – services

A seamless combination of marketing, sales and clever technologies in a managed service for greater science, sustainability and market share.

## 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
- Analytics
- Content Distribution (CDN)
- Workflow Automation
- Channel Portal
- Mobile App

## 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 (stories; White Papers; social; & online content)
- Email
- Telemarketing
- Social
- Online
- Events

## Lead Development

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

### Internal Sales Resource (ISR):

- Lead nurture
- Lead allocation

### Sales Coordination:

- Maintenance of prospect community
- Lead progression and performance
- Vendor coordination
- Measurement & Reporting

# 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.

## Guaranteed

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

- So no surprises, just clear results.