

MARKET ACTIVATION™

FEATURES GUIDE



AMIGOS
network

Built for modern sales and marketing teams, **Market Activation™** delivers the people, processes, technology, and audience needed to drive measurable growth.

From strategic go-to-market initiatives and pipeline generation to partner recruitment and channel activation, it provides a single, accountable framework for creating demand, engaging buyers through interest communities, and converting interest into pipeline opportunities.

Sprint

A tactical, quarterly activation cycle designed to reveal early buying signals and convert interest into a single, defined CTA, such as event attendance.

Scale

A sustained engagement programme identifying progressive buying intent indicated through behavioural signals from content consumption.

Data-Driven Channels

Add channel partners to Sprint or Scale to recruit or activate their relationships in any market or region.

Partner Profiling & Assessment

Best for

Fast deployment for short buying cycles, or lower cost products and services

Best for

Brand awareness and sustained market presence in long buying cycles

Best for

Building and growing partner ecosystems with insight and revenue-aligned activation

Outcomes	Community Audience	Additional Data	Content Package	Sales Signals	Sales Intelligence
Sprint	MYREDFORT Cloud Community TechSellers	Whole of market buyer or partner	Client provided download assets, Community- generated page content only	Platform access: Opens, clicks, early intent signals	Frequency, return visits, dwell time
Scale	MYREDFORT Cloud Community TechSellers	Whole of market, buyer 800K Global partners	Client provided and Community generated content to support sustained engagement	Full Platform Access: Behavioural high-intent interest and enhanced sales intelligence	Engagement frequency, return visits, dwell time, heatmaps, cross- site behaviour, intent, contact/company intelligence

Preparation and set up included



Business Readiness - Performance Setting

Programme strategy, planning, sales plays, ICP building, data, content planning, gap analysis and community creation



Content Workflow Management - Efficient Working

Platform-integrated content production, management and approvals system.



Stakeholder Reporting - Complete Visibility

Sprint: Portal login, Sprint analytics, CRM integration if 3+ months , up to 5 user licences

Scale: Portal login, in-depth Scale programme analytics, CRM integration, up to 10 user licenses

Data-Driven Channels: As per the package.



Integration - Ease of Data Transfer

Sprint: After 6+ months continual cycle

Scale: Receive mid-high intent leads directly into the majority of CRM systems

Data-Driven Channels: As per the package



Choose Programme delivery: **Sprint**

Quarterly programme, tactical deployment

Data Driven Channels: Add partners



Choose Programme delivery: **Scale**

Continual Programme of high-intent pipeline development with performance-backed guarantees

Data-Driven Channels: 5 partners included, add more as you go



People - included

Experienced marketing, sales and channel individuals committed to supporting or enhancing client teams.

Additional Markets - optional

Expand market reach and partner engagement in a scalable, commercially efficient manner, reducing operational complexity and resource burden.



Events - optional

Our creative formats give a reason for your audience to show up. Plenty on offer for both Buyers or Channel Partners.

Appointment Setting - optional

Experienced callers contacting the highest-intent in your pipeline for optimal conversions. For your direct teams or channel partners.



GTM Advisory - optional

Experienced leaders to help with market positioning, channel and sales operations.

Partner Profiling - optional

Access to forensic intelligence on over 800K partners globally for recruitment or assessment.