

More Demand

Demand more

A marketing and sales programme designed to align marketing spend with sales revenue for vendors, distribution and their channel partners

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 and an activated sales channel.

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, which means less chasing, fewer dead leads, a 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 takes 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.

Our programmes perform better because they reach the warm audiences that we continue to invest in. Brands can engage either **buyers or channel partners** who trust the environment, understand the context, and return regularly.

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



Online



In-person

More from buyer communities



MYREDFORT

Security &
Telecoms

[CLICK HERE](#)



Cloud
Community

Cloud &
Telecoms

[CLICK HERE](#)



TechSellers

IT Channel

[CLICK HERE](#)

AMIGOS
network

More of what's important

Powerful new
route to market

Economies of
scale & reach

Cost neutral/
positive models

Partner mapping
& insight

Partner
Recruitment

Partner
Activation

More Visibility

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

1 Technology Communities
Engaged audiences of technology buyers or channel partners.

2 Execution Engine
Content to maintain momentum throughout buyer journeys.

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

4 Intelligence Platform
Sales signals and reports provide transparency for all stakeholders.

More value

Strategy

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

Execution

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

Demand

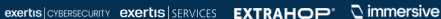
Behavioural insights, lead progression and cumulative intent signals are available for all stakeholders.

Intelligence

Focus on only the highest intent leads in your bespoke portal and manage partners throughout the process.

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.



More impact

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

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



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