



How many deals did your marketing budget buy you?

PART 3: Connecting Decision Makers and Brands

Higher Performing Demand Creation
from **The Point Company** and **Amigos Network**

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

Buyers today have changed how they engage with brands, preferring to do their own research before interacting with sales teams.

These buyers expect transparency, authenticity, and real value from brands. They seek genuine engagement and want brands to be more than just sellers—they expect them to share their values and provide helpful content.

In Part 3 we discuss how our communities attract buyers, their peers and influencers to brands in an environment that complements their need for information in a way that fosters dialogue between the parties.



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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.



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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.



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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.



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A Win for buyers – a win for you

Our team of experienced marketing and sales professionals offers a comprehensive, plug-and-play demand creation service based on proven community marketing strategies.

Building relationships and trust

By leveraging our buyer community engagement to generate high-intent leads for individual brands, this programme adds real value and certainty to your marketing and sales initiatives.

Smart marketing

We recognise the challenges faced by today's tech buyers and the increasing costs businesses incur to attract them.

That's why we've developed services that support buyers throughout their decision-making journey, while delivering qualified appointments to your sales team.

First-call in the 'Last Mile'

With our Market Activation™ approach, we provide a transparent, results-driven process that ensures better sales outcomes and a clear path to growth. Because we create the initial digital touchpoint to the first call in the last mile in the sales cycle, we're able to be ourselves accountable for measurable success.

Economies of scale

Our services are flexible—designed to integrate with established teams, serve as a complete go-to-market solution for businesses lacking resources or leveraging greater value from channel partner relationships. Scalable across multiple markets, our plug-and-play model offers significant economies of scale.

Organise a Demo

Discover how our solution can enhance your demand creation efforts, letting you focus on building meaningful relationships with your customers.

Visit us at www.theamigosnetwork.com to learn more, or book a meeting today to see the difference firsthand.