



# How many deals did your marketing budget buy you?

**PART 6:** Supercharged sales with sophisticated martech

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

**The Marketing Technology Landscape, published by chiefmartec.com and its editor Scott Brinker, is the most frequently cited source of the rapid growth of MarTech. The 2023 edition lists more than 11,000 MarTech applications in 49 categories.**

**In a market worth skyward of \$344.8bn, it only goes to emphasise the indispensable nature of MarTech in businesses focusing on demand creation.**

Yet, according to Gartner, even those deploying MarTech, marketing leaders reportedly harness only around 58% of their stack's potential.

That's a lot to get your head around.

If you're an established vendor business you'll most likely have what you need at your disposal, but if you're a technology start-up, a channel partner or a Distributor, probably not so much.

If you expect a partner channel to do your sales work for you, what are the implications of that?

Part 6 of our series helps you consider what all this means and when enough is enough for modern demand creation.

## **1. Decision paralysis in the MarTech arena**

Overwhelming options:

A multitude of offerings claim to address automation pain points, but commitment doesn't equate to success.



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### **Complexity and training:**

The intricate market often confounds businesses. Even those investing in core training grapple with staying updated, making it challenging to select, integrate, and deploy optimal solutions. Expert consultations before decisions are often overlooked.

### **Balancing sales and marketing needs:**

Sales teams dream of an all-encompassing CRM while marketing desires automation. Finding a balanced solution amidst expensive and overly-featured products is daunting.

## **2. Seeking strategy over short-term solutions**

### **Software's purpose:**

The intent behind software is to streamline operations, eliminating vagueness between departments like sales, IT, and marketing.

A mismatch in compatibility or exorbitant implementation costs risks spawning a

fragmented solution, diminishing efficiency, and ROI, and obstructing holistic reporting.

## **3. The Danger of the 'Frankenstack'**

### **Temptations of novelty:**

Adding new features doesn't guarantee better ROI. Overloading can spawn a chaotic 'Frankenstack', making cohesive reporting elusive.

### **Strategic planning:**

A MarTech stack isn't just about tools but a well-planned collection to address business challenges and bolster revenue.

## **4. The conundrum post-investment**

### **High hopes vs reality:**

Once tools are chosen and campaigns launched, initial enthusiasm may wane. The software doesn't generate leads autonomously, necessitating ownership, expertise, and dedicated training.

## 5. Bridging sales and marketing

Alignment is key:

Despite larger budgets, bigger businesses often witness a rift between sales and marketing, diverging from the "marketing" ideal.

Operational hurdles:

Sales teams lament the dearth of quality leads and content, ideally in the domain of marketing. Gaps in processes breed friction between departments, leading to siloed operations.

SMBs and MarTech:

In smaller businesses, despite closer inter-departmental ties, absorbing new MarTech and integrating them often takes a backseat to immediate tasks.

## 6. Crucial MarTech investment tips

1. Distribution channel evolution:

Modern platforms like YouTube, Instagram, and Vimeo necessitate content adaptation, complicating tracking and engagement.

2. Managing content proliferation:

Investment in content must surge to meet buyer expectations, demanding a strategic marketing plan, varied content, and daily metric assessment.

3. Overseeing content display:

Abundant content requires meticulous management and visionary planning to maximize repurposing and ensure cost-efficiency.

4. Evaluating content performance:

Content must serve a specific role in the buyer's journey, and its productivity should be constantly measured.

5. Navigating metric challenges:

Grasp content impact through accessible metrics, like article visits or social media activity, while understanding deeper sales impact measurements can be intricate.

6. Steer clear of misleading metrics:

Ensure that lead scoring systems account for automated cybersecurity checks to maintain sales-marketing harmony.



**Conclusion:**

MarTech, in the right organisational setting, is a potent force.

It joins marketing and sales operations and intelligence into a seamless activity, with the capability to strip away irrelevance so the important buyer leads are at the top of the pile.



# Higher Performing Demand Creation

from **The Point Company** and **Amigos Network**

## **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](http://www.theamigosnetwork.com) to learn more, or book a meeting today to see the difference firsthand.