

P3+P4

Demand Generation & Market Intelligence

Build the right market intelligence, turn it into campaign-ready prospect data, and convert that data into measurable conversations and genuine enquiries.

THE ROLE IN ONE LINE

Product understanding -> market mapping -> verified data -> segmentation -> personalised outreach -> response -> qualification -> CRM handoff

Opportunity Founding partner, MIIGO Digital Marketing Division	Application seat P3+P4 Demand Generation & Market Intelligence
Location Pocharam, Hyderabad from the agreement stage	Basis Partnership with profit-share - not conventional employment

This guide explains the work itself: what you own, how the workflow operates, what outputs are expected, how the role connects to the other portfolios, and what capability you must demonstrate.

Commercial and legal terms are governed by the full Partner Invitation and, ultimately, the signed partnership agreement.

What this role is really responsible for

This combined seat joins two tightly connected portfolios. P4 builds the clean, source-traceable market and prospect intelligence. P3 uses that validated data, approved content and conversion paths to create measurable conversations, enquiries and sales opportunities.

WHY THIS ROLE MATTERS

Demand generation cannot outperform bad targeting, and market intelligence has no commercial value if it never becomes action. This seat is responsible for the complete bridge from market understanding to qualified conversation.

This is not the role

- A bulk-scraping role.
- A volume-only cold-email role.
- A social-posting role.
- A role where one list and one message are sent to everyone.
- A role where unverified contacts are pushed into CRM just to increase counts.

The working mindset

MENTAL MODEL

Product understanding -> market -> company -> decision-maker -> validated data -> segment -> campaign -> response
-> qualification -> CRM opportunity

Common partner standard

- Own outcomes, not merely activities.
- Work from approved technical sources and resolve uncertainty before publishing, sending or reporting.
- Use AI to increase quality and speed, but keep human judgement and verification in the loop.
- Keep source files, data, links, decisions and reports traceable.
- Document repeatable workflows so another partner can continue them.
- Report poor results, blockers and errors early rather than hiding them.

Build the commercial data asset everything else runs on

Market and geography mapping

- Identify relevant industries, applications, countries, states/provinces, cities, clusters, estates, SEZs and manufacturing hubs.
- Map MIIGO product/application relevance so each company has a reason to be in the database.
- Use source/query/date traceability so the database can be audited and refreshed.

Company and decision-maker discovery

- Find relevant companies through maps, directories, registries, B2B databases and professional networks.
- Identify functions such as QA, QC, validation, engineering, instrumentation, utilities, calibration, procurement, operations, OEM, system integration and distribution as applicable.
- Capture company, industry, geography, website, contact channels, department, designation and decision-maker level where verifiable.

Data quality & readiness

- Normalise company names, titles, geography, phones, URLs and domains.
- Deduplicate at company/contact level and preserve useful information during merges.
- Verify email/contact status and reduce bounce risk.
- Enrich with segment, product relevance, application relevance and end-user/OEM/distributor classification.
- Score and prioritise by relevance, seniority, completeness and commercial potential.

P4 QUALITY STANDARD

Relevant + accurate + verified + segmented + scored + actionable. P4 is commercial market mapping, not contact scraping.

Turn validated data into conversations without damaging credibility

Campaign architecture

- Define audience, objective, offer, message, CTA, channel mix, sequence, nurture logic and measurement before sending.
- Segment by company type, application, geography, function and buying context instead of using one generic message.
- Coordinate approved content and landing pages before campaign launch.

Outbound & owned channels

- Email sequences, personalisation, testing and follow-up
- Deliverability discipline: SPF/DKIM/DMARC awareness, domain/sender reputation, bounce, suppression and warm-up
- LinkedIn company-page content, connection campaigns, prospecting and account-based outreach
- WhatsApp opt-in journeys, campaign scheduling, follow-up and clean opt-out handling
- Social publishing across relevant channels
- Paid and retargeting channels when justified by the campaign

Funnel and conversion logic

- Examples: LinkedIn -> landing page -> catalogue download -> email follow-up -> demo
- Cold email -> technical guide -> follow-up -> comparison -> RFQ
- Track delivery, reply, positive reply, sessions, conversions, qualified leads, RFQs and pipeline movement.

How P4 and P3 work as one seat

- 01 Understand the MIIGO product/application and define the commercial target market.
- 02 Map geography, industries, applications, company types and target functions.
- 03 Discover companies from controlled sources and document source/query/date.
- 04 Find relevant decision-makers and available contact channels.
- 05 Clean, standardise, deduplicate and verify the data.
- 06 Enrich and score each account/contact for product/application relevance and priority.
- 07 Create campaign segments and align each segment to a message, approved asset, landing page and CTA.
- 08 Run controlled email/LinkedIn/WhatsApp/social outreach with deliverability and platform discipline.
- 09 Capture responses, qualify interest and follow up according to the buying signal.
- 10 Hand genuine responses/opportunities into Odoo with source, campaign, product interest, status and next action.
- 11 Review results by audience, source, message and channel; feed the learning back into both the database and future campaigns.

THE KEY HANDOFF

P4 should not hand P3 a raw list. P3 should not hand P5 a screenshot of replies. Each handoff must be campaign-ready, traceable and structured enough for the next owner to continue without guessing.

The working stack and what it should produce

P4 tool environment	P3 tool environment
• Leads.cm • TexAu • Google Map Extractor • LinkedIn / GetSales • Reoon • Ditlead / Success.ai where used for contact/campaign workflows • ChatGPT / Claude / Gemini / Perplexity for research and structured analysis	• Success.ai / Ditlead / GetSales • BotBiz for WhatsApp workflows where applicable • OnlySocial for social publishing • Switchy / ElkQR for controlled campaign links/QR tracking • Reoon for list hygiene/verification • SiteGuru / ClickRank / LinkChest in coordination with P2 • ChatGPT / Claude / Gemini / Perplexity for research, copy and campaign analysis

Primary outputs

Coverage plan Segment, geography, source and keyword matrix showing what will be researched.	Validated CRM-ready batches Clean unique companies, decision-makers, source traceability, verification status and classification.
Priority account intelligence Top accounts with reasons, application/product relevance and contact strategy.	Campaign architecture Audience, offer, message, channel, sequence, CTA, destination and KPI.
Response/qualification log Reply status, interest, objections, follow-up and handoff state.	Performance review Deliverability, replies, positive replies, conversions, enquiries, pipeline and next action.

Where this seat connects to the rest of the Division

P4 -> P3 Validated prospects become campaign segments. Unverified or unclassified data should not be treated as campaign-ready.	P1 -> P3 Approved technical assets, creatives and videos become campaign material.
P2 -> P3 Landing pages, conversion paths and search/website context support campaign destinations.	P3 -> P5 Responses and campaign events must become structured CRM stages, attribution and MIS - not disconnected tool reports.

Boundaries that protect quality

- No fabrication of company/contact information.
- No unsafe or unlawful scraping, account misuse or platform circumvention.
- No outreach to unapproved audiences during tests.
- No mass messaging without segmentation and suppression/opt-out controls.
- No campaign result claims that cannot be reconciled to platform/CRM evidence.
- No lead should be called qualified merely because contact information exists.

Who succeeds in the combined P3+P4 seat

Strong fit	Weak fit
• Can research markets and also communicate with prospects • Comfortable with Excel/large datasets, deduplication and data cleaning • Understands B2B buyer functions and technical-product relevance • Can write segmented outreach rather than generic promotional copy • Understands deliverability, list hygiene and platform constraints • Can explain how responses become CRM opportunities and how performance is measured	• Measures success by number of contacts exported • Cannot explain why a company belongs in the database • Uses one message for all industries/functions • Treats email validity as the same thing as lead qualification • Cannot reconcile campaign activity with CRM outcomes • Uses automation to scale poor targeting instead of improving the workflow

90-day ownership rhythm

- Days 1-7: understand MIIGO products, target applications, existing databases, campaign tools, CRM stages and quality rules.
- Days 8-30: own one controlled geography/segment pilot from research through verified data and first campaign preparation.
- Days 31-60: produce consistent CRM-ready batches and run repeatable segmented outreach with traceable source/campaign IDs.
- Days 61-90: independently operate one product/segment growth stream and show which sources, audiences, messages and channels create commercial movement.

How MIIGO will recognise real capability

The selection philosophy is evidence-led. Tool names, self-ratings and interview confidence are not enough. The strongest evidence is a candidate who can explain the method, execute a MIIGO-type task, accept correction and show how quality was verified.

What we look for

Capability Can you actually perform the work, not just describe it?	Accuracy Can you work with technical B2B information without introducing factual or commercial errors?
Systems thinking Can you turn work into a repeatable workflow rather than one-off manual effort?	Measurable output Can you connect activity to useful, traceable business outcomes?

Typical practical evidence

- Create a coverage plan for one MIIGO product/segment/geography.
- Discover a controlled sample of relevant companies and named decision-makers with source evidence.
- Clean, deduplicate, verify and score the sample, then identify top priority prospects and why.
- Build one campaign architecture covering audience, offer, message, CTA and KPI.
- Write a short LinkedIn outreach sequence, a 3-step email sequence and a restrained WhatsApp follow-up.
- Define the landing-page brief, CRM handoff fields and campaign dashboard structure.
- Identify claim, deliverability, data, account and brand risks before launch.

Evidence that strengthens an application

- Database samples showing source, cleanup, dedupe and qualification logic.
- Market/competitor research where recommendations are tied to evidence.
- Outbound campaigns with actual reply/meeting/enquiry results.
- Examples of segmentation by industry, function, geography or buying problem.
- Evidence of email deliverability/list-hygiene understanding.
- CRM handoff or campaign dashboard examples showing how activity became opportunity data.

NON-NEGOTIABLE

Fabricated facts, invented MIIGO claims, copied work, hidden errors, false evidence or deliberate reporting manipulation are incompatible with this role.

Understand the opportunity before you apply

4 founding seats The public application seats are P1, P2, P3+P4 and P5.	50% partner-group pool The partner group participates in 50% of Division net profit, divided by involvement/activity blocks.
No required capital MIIGO funds the entire Year-1 cost base.	Rs 10,000 monthly advance An advance against future profit-share, not a salary or wage.
Shared accommodation Provided for partners relocating to Pocharam, Hyderabad.	3-10 working-day trial Remote and unpaid before the agreement stage.

How to apply

- 01 Send your CV over WhatsApp and name the seat: P3+P4 Demand Generation & Market Intelligence.
- 02 Add 3-4 lines on the most demanding piece of work you personally produced and why it was demanding.
- 03 Be ready to discuss your workflow, evidence, corrections, use of AI and the parts you can or cannot currently do.
- 04 Shortlisted candidates may be asked to complete role-relevant practical work before final block assignment.

APPLICATION CONTACT

WhatsApp: +91 93986 93085 | Location: Pocharam, Hyderabad, Telangana, India | Website: www.miigoonline.com

Important: this role guide is informational. It does not create employment, partnership, ownership or guaranteed income rights. Only the signed partnership agreement creates binding terms, and where any summary differs from that agreement, the agreement governs.