UNLOCK THE POWER OF COLLABORATIVE MARKETING

47 ways to build your brand & your bottom line

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Hello there

I love that you want to learn new ways that you can use brand partnerships to grow your business.

I'm a small business owner just like you, and I've worked at the big, global brands with huge budgets and vision. I know what both sides have to offer and to gain from working with each other and I want to share some insights with you.

Partnerships are the secret sauce in marketing.

I've put together this list of 47 ways you could collaborate with another business to reach your ideal clients, increase your credibility, and improve the profitability of your business.

I'm super passionate about brands working together, so I actually wrote the recipe on how to do it in my book SWAP! Marketing without money. It's an Amazon best seller, Literary Titan gold medal, Book Excellence – Best Marketing book winner and it took out the ABLE 2022 Book of the Year.

But what I'm most proud of are the emails from brands just like you that are using brand collaborations in their businesses and seeing the results. It's lonely making all the decisions and working with another business owner who is an passionate about your customer as you are, feels great and gets results.

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Here are 47 ways you could collaborate with complementary businesses to cross-promote each other and reach your ideal customers.

There are three ways to do marketing partnerships with another brand.

1. Use your products or services
2. Collaborate digitally
3. Partner in person at a location or event

Collaborations using your products or services

Create co-branded products: Collaborate with a complementary business to create a co-branded product that combines both of your brands. Seen the new Nike x Tiffany range?

Cross-promote on packaging: Include promotional materials for complementary businesses in your product packaging, and vice versa. During the COVID 19 lockdown Reading Eggs flyers were in my weekly dinner service EveryPlate.

Bundle your products or services: Offer a bundle of your products or services with those of another business to create a package deal that benefits both of you. Carlii Lyon is a personal brand strategist who teams up with Nick Leary, a renound photographer.

Refer customers to each other: Refer your customers to complementary businesses that offer products or services that you don't, and vice versa. Plumbers with electricians, day spa with a hairdresser.

Offer joint discounts: Offer discounts to customers who purchase products or services from both of your businesses. Like an Interior Designers with furniture creators.

Create joint giveaways: Host a joint giveaway with a complementary business that requires participants to follow both of your brands on social media or sign up for both of your mailing lists. Imagine a Book writing retreat with a print publisher.

Offer joint consultations or services: Offer joint consultations or services with a complementary business to provide customers with a more comprehensive solution to their needs. It could be bridalwear with an lingerie brand.

Collaborate on product development: Collaborate with a complementary business to develop a new product or service that combines both of your expertise. A good example is a lighting designer with a lighting manufacturer.

Swap product samples: Swap product samples with a complementary business to introduce each other's products to your respective audiences. For example Skincare with a luxury tea brand.

Offer joint support services: Offer joint support services with a complementary business to provide customers with comprehensive assistance. Stylists usually team up with a furniture hire business that gets homes ready for sale.

Collaborate on product bundles: Collaborate with a complementary business to create product bundles that feature both of your products or services. I'm sure you've seen a personal trainer with a nutritionist teaming up.

Digitally collaborate and communicate.

Host joint webinars: Host a webinar with a complementary business that provides value to your audience and promotes both of your brands. Imagine an accountant giving advice about commercial property on a webinar with a broker.

Mail out to a mailing lists: Use your mailing list with a complementary businesses and send out promotional materials to each other's subscribers. Ensure you abide by privacy laws here.

Offer referral incentives: Give customers of complementary businesses incentives to refer their friends and family to your business, and vice versa.

Participate in joint advertising: Pool your advertising resources with another business and create joint marketing campaigns that benefit both of you. This could be on Facebook or in a magazine. Imagine a clothing brand and shoes.

Share social media followers: Share your social media followers with complementary businesses and promote each other's brands on your respective platforms. This could be an Instagram takeover or writing an article and tagging in another company.

Create cross-promotional content: Collaborate with complementary businesses to create content that promotes both of your brands, such as a blog post or podcast episode. Seen a post where a brand does a DIY project and tags in the retailer to show where you can buy the item?

Create joint loyalty programs: Collaborate with a complementary business to create a joint loyalty program that rewards customers for purchasing products or services from both of your businesses.

Share expertise: Share your expertise with complementary businesses and provide advice or training that helps them improve their business, and vice versa. This could be a building product manufacturer and a tradie showing how to use it.

Guest post on each other's blogs: Write a guest post for a complementary business's blog and include a call-to-action that promotes your brand. For example, a stylist talking about this seasons fashions with a retail store.

Host a joint podcast: Host a podcast episode with a complementary business that discusses topics relevant to both of your audiences. My favourite! A marketer talking about how small business owners can collaborate on a podcast created for Women entrepreneurs.

Feature each other in your email signature: Include a link to a complementary business's website in your email signature, and vice versa. For example, need our product assembled? Joe's furniture company have teams on the ground in your area.

Swap ads in newsletters: Swap ads in each other's newsletters or email campaigns to promote each other's brands to a new audience. Perfect for a dance studio and a dance costume store.

Create joint resource guides: Collaborate with a complementary business to create a resource guide that provides valuable information to both of your audiences. The Block TV show create "Shop the room" guides that brands can use on their websites.

Host a joint webinar series: Host a series of webinars with a complementary business that covers topics relevant to both of your audiences. This could be a series on how to launch a podcast with a course creator and a electronics store where you could buy the microphone.

Collaborate on a social media challenge: Create a social media challenge with a complementary business that encourages followers to participate and engage with both of your brands. Great for fashion brands on how to style an outfit with a brand that targets women over 40.

Create a joint e-book: Collaborate with a complementary business to create an e-book that provides valuable information to both of your audiences. For example, make-up brand and a hair products brand.

Host a joint competition: Host a contest with a complementary business that requires participants to follow both of your brands on social media or sign up for both of your mailing lists. This is done on Instagram all the time. You must follow both brands to win.

Feature each other on your blog: Include links to complementary businesses on your blog and vice versa. Perfect for a stylist to promote multiple stores in one shopping centre.

Collaborate on video content: Create video content with a complementary business that promotes both of your brands and engages your audiences. Imagine a food brand and a chef creating a meal with this key ingredient.

Participate in joint affiliate marketing: Collaborate with a complementary business to participate in affiliate marketing programs that promote both of your brands.

Cross-promote in each other's newsletters: Include a promotional message for a complementary business in your newsletter, and vice versa. This could be photos of a beautiful home for a pool builder and a pool cleaning business.

Create a joint white paper: Collaborate with a complementary business to create a white paper that provides valuable information to both of your audiences. This is often done with architects and building suppliers.

Host joint virtual events: Host a virtual event with a complementary business that provides value to your audiences and promotes both of your brands. Great for an event with multiple speakers and software companies.

Create joint case studies: Collaborate with a complementary business to create case studies that demonstrate how both of your products or services can provide solutions to common customer problems.

Share each other's customer reviews: Share positive customer reviews for complementary businesses on your website or social media, and vice versa. This shows why you are collaborating with this brand.

Create an in person experience at your location or at an event

Host joint events: Organize an event with another business that complements yours, such as a wine and cheese tasting with a local bottle shop.

Display each other's marketing materials: Display each other's promotional materials, such as brochures or flyers, in your respective businesses. Great for real estate agents and furniture removalists.

Share event sponsorships: Sponsor an event with a complementary business and share the costs and benefits of the sponsorship.

Exchange services: Exchange services with a complementary business that needs what you offer, and vice versa. Every event needs a photographer and the audience could be their ideal customers.

Collaborate on community outreach: Collaborate with a complementary business to support a local charity or cause, and promote both of your brands in the process. Perfect for businesses to support a local school or sports team.

Offer joint consultations: Offer joint consultations with a complementary business to provide customers with a more comprehensive solution to their needs. An example could be a cleaning service and lawnmowing service.

Create a pop-up shop: Partner with a complementary business to create a pop-up shop that showcases both of your products or services. A really nice idea for a homewares store and a local artist.

Host a joint workshop or class: Host a workshop or class with a complementary business that teaches attendees about topics related to both of your industries. A great way to unite a store like a fabric outlet and a fashion designer showing how to sew an outfit.

Share physical space: Share physical space with a complementary business by setting up a pop-up shop or booth within each other's establishments. For example a creative agency with a web designer.

Participate in joint trade shows: Participate in trade shows with a complementary business and showcase both of your brands together. Imagine a videographer and a producer sharing a booth.

Host a joint charity event: Host a charity event with a complementary business that supports a cause that both of your brands care about. For example a breast cancer charity supported by brands whose target customers are women.

Ready to put this into action and want to learn more?

Here are a few ways

1. Listen to the audio book version of SWAP! Marketing without money.
2. Watch my 'Brand Collab' Webinar and hear how other businesses are doing this right now.
3. Learn the step-by-step process for brands to start doing partnerships as part of their marketing strategy. The Collaboration Code online course opens soon!

To discover these and more, go to www.theresetarlinton.com