



Elena Zapolyanskaya

# 7 Steps to Align Marketing and Partnerships

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# Why align marketing and partnerships?

As a founder of a b2b tech company, I'm always looking for ways to accelerate growth and boost efficiency.

One powerful yet often overlooked strategy is aligning your marketing and partnerships teams.

This guide will walk you through 7 steps to create this synergy.



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## Step #1

# Aligning goals

Sit down with your marketing and partnerships leaders to define shared objectives.

These might include:

- Increasing market penetration in specific sectors
- Boosting brand awareness in new geographical regions
- Reducing customer acquisition costs
- Accelerating the sales cycle

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## Step #2

# Aligning motivation

Next, create incentive structures that encourage cooperation.

This might involve:

- Shared KPIs for joint initiatives
- Bonuses tied to collaborative successes
- Recognition programs that highlight cross-team wins

When both teams see their success as intertwined, they're more likely to work together effectively.

Shared KPIs can include metrics like lead generation from partner channels, joint campaign performance, and overall contribution to revenue.



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## Step #3

# Setting up processes

Establishing clear processes for communication and collaboration is crucial.

Here are some steps to consider:

- Regular joint strategy meetings
- Shared project management tools
- Clear guidelines for co-created content and campaigns
- Defined roles and responsibilities for joint initiatives

Regular joint strategy meetings ensure that both teams are on the same page and can address any challenges swiftly

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## Step #4

# Demonstrating mutual benefits

For marketing, the benefits include:

- Faster go-to-market through partner channels
- Lower CAC by leveraging partner audiences
- Enhanced credibility through association with established partners

For partnerships, the advantages are:

- Increased partner satisfaction through enhanced marketing support
- Improved partner recruitment with strong marketing collateral

Better partner enablement with marketing-created resources

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## Step #5

# Leveraging Partnership Benefits for Marketing Success

Encourage your marketing team to fully utilize partnership advantages.

Some strategies include:

- Co-branded content creation for expanded reach
- Joint webinars and events to tap into partner audiences
- Shared case studies showcasing combined solutions

By leveraging these opportunities, marketing can significantly amplify its impact while reducing resource expenditure.

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## Step #6

# Measuring and celebrating joint SUCCESSSES

Implement metrics to track the impact of aligned efforts. Key metrics might include:

- Reduction in CAC for partner-sourced leads
- Increase in conversion rates for co-marketing campaigns
- Growth in brand mentions and share of voice in partner channels

Measuring these metrics helps in understanding the effectiveness of the collaboration. It's important to regularly share these metrics with both teams and celebrate wins to reinforce the value of collaboration.



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## Step #7

# Fostering a Culture of Collaboration

Lastly, fostering a culture of collaboration within your organization is essential. This involves:

- Encouraging open communication and feedback
- Providing training and development opportunities
- Promoting a shared vision and values

Open communication ensures that both teams can voice their ideas, concerns, and suggestions freely.

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# Conclusion

In the fast-paced world of b2b tech, silos are the enemy of progress.

By aligning your marketing and partnerships teams, you're not just adding their strengths – you're multiplying them.

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# Thanks for your time!

I'm Elena. I share tips to help founders build strong partner networks and make b2b partnerships simple.

If you find my content valuable, follow me and subscribe to my weekly newsletter here!🌟

Let's make b2b partnerships simple!

Regards,  
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