



MIB6105

International

Partnerize Marketing

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Lesson Plan

Date	Topic	Activity
6 December	Introduction and Forming Strategic Alliances	Group activity & Quiz
14 December	Partnership Marketing Assets and Generate Revenue and Decrease Costs	Activity
20 December	Market Opportunity Assessment and Associating Your Brand	Activity
27 December	Putting Partnership Marketing into Play and Final Exam	Exam

Definition of Partnerize Marketing

Partnership marketing is a strategic approach where one brand drives traffic and customers to another brand in exchange for value or compensation. This collaborative model has become an essential strategy for companies seeking to expand their reach and increase revenue.

In today's interconnected business landscape, partnership marketing enables brands to leverage each other's strengths, customer bases, and market presence. Companies use this approach to reach new audiences, increase brand awareness, and boost revenue through mutually beneficial relationships.

The beauty of partnership marketing lies in its flexibility and scalability—partnerships can range from small affiliate arrangements to major strategic alliances that transform entire industries.



Example: Starbucks & Spotify Partnership

The Partnership: In 2015, Starbucks and Spotify formed a strategic partnership to enhance the in-store music experience and connect with customers through music.

How It Works: Starbucks employees (partners) received Spotify Premium subscriptions and could influence in-store playlists. Customers could discover what songs were playing in stores through the Starbucks mobile app and save them to their Spotify accounts.

Mutual Benefits:

- Spotify gained access to Starbucks' 10+ million My Starbucks Rewards loyalty members and exposure in thousands of stores globally.
- Starbucks enhanced its "third place" atmosphere with curated music experiences and strengthened customer engagement through digital integration.

Results: The partnership created a seamless connection between coffee culture and music discovery, driving app downloads for both companies and deepening customer loyalty.

Key Aspects of Partnership Marketing



Cost Per Acquisition (CPA)

Partnership marketing is often driven by a performance-based CPA model, where brands only pay partners when a sale is made. This ensures marketing spend is tied directly to results, minimizing risk and maximizing ROI.



Diverse Partnership Types

The partnership ecosystem includes keystone partners, loyalty partners, metasearch partners, comparison partners, transformational partners, and technology partners—each serving unique strategic purposes.



Evolution of the Model

Partner marketing has evolved from traditional affiliate programs managed by middlemen to direct relationships with partners, focusing on accountable business drivers, clear objectives, and mutually beneficial results.



Case Study: GoPro and Red Bull

At first glance, a camera business and an energy drink company might not seem like natural collaborators. However, GoPro and Red Bull developed a groundbreaking alliance in 2016 that perfectly combined their brand identities, turning into a multi-year partnership that cross-promotes products and content across multiple platforms.

The Strategic Alignment

Although they advertise different products, both GoPro and Red Bull are **lifestyle brands** with audiences that are adventurous, extreme, and spontaneous. This shared brand DNA made their partnership natural and authentic.

In this collaboration, GoPro provides the camera technology to capture over **1,800 Red Bull events** annually. Their co-productions are distributed across GoPro and Red Bull's extensive online networks, including the GoPro channel and Red Bull TV.

Long-Term Value Creation

Rather than developing a single product or campaign, Red Bull and GoPro committed to collaborating for years to come. These events and mutual productions advertise both brands simultaneously while offering opportunities for mutual growth and innovation.

The partnership demonstrates how two complementary brands can amplify each other's reach while maintaining their distinct identities and value propositions.



Benefits of Partnership Marketing

01

Expanded Reach and Audience Diversity

Partnership marketing opens the door to new audiences by tapping into your partner's existing customer base. This synergy increases brand exposure and reaches previously untapped markets, accelerating growth without the traditional barriers.

02

Cost-Effective Marketing

Collaborating with a partner allows you to share marketing costs, making campaigns more affordable and efficient. This cost-effectiveness is particularly beneficial for small and medium-sized businesses looking to maximize their marketing impact without breaking the bank.

03

Enhanced Credibility and Trust

Associating your brand with a trusted partner can significantly boost your credibility in the marketplace. Consumers are more likely to trust recommendations from brands they already know, leading to increased trust, loyalty, and conversion rates.

04

Access to Resources and Expertise

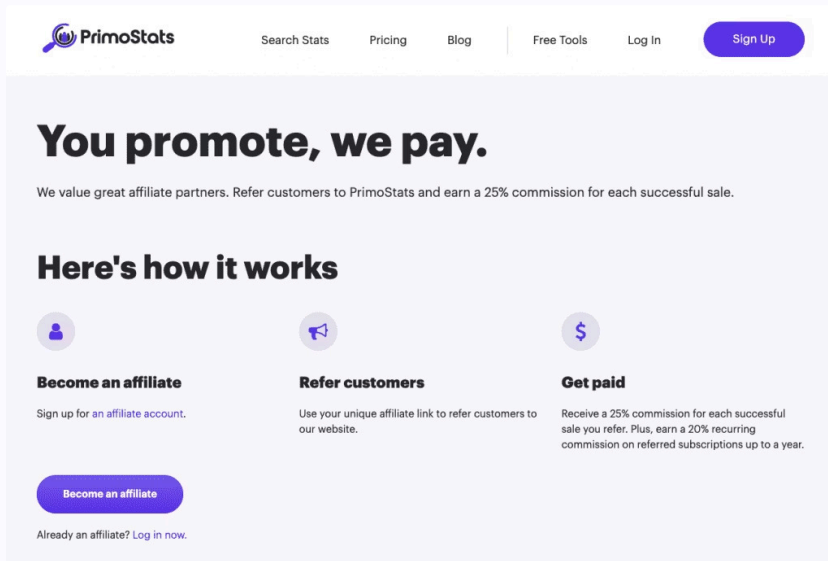
Partnering with other businesses provides access to a pool of resources and expertise that would be difficult or expensive to develop internally. Whether it's leveraging their technology, knowledge, or distribution channels, partnerships enable companies to complement each other's strengths.

05

Innovative Collaborations

Joint ventures often spark innovative ideas and campaigns that might not have been possible individually. The creative synergy between partners can lead to the development of unique products or services that resonate with a broader audience and create competitive advantages.

Type 1: Affiliate Partnerships



The screenshot shows the PrimoStats website's affiliate program page. At the top, there is a navigation bar with links for Search Stats, Pricing, Blog, Free Tools, Log In, and a Sign Up button. The main heading is "You promote, we pay." followed by a sub-headline: "We value great affiliate partners. Refer customers to PrimoStats and earn a 25% commission for each successful sale." Below this, a section titled "Here's how it works" is divided into three columns:

- Become an affiliate:** Sign up for an affiliate account. A "Become an affiliate" button is present.
- Refer customers:** Use your unique affiliate link to refer customers to our website.
- Get paid:** Receive a 25% commission for each successful sale you refer. Plus, earn a 20% recurring commission on referred subscriptions up to a year.

At the bottom of the section, there is a link: "Already an affiliate? Log in now."

How Affiliate Partnerships Work

Affiliate partnerships drive traffic to your website through tracked links. Whenever someone visits your website through an affiliate partner and makes a purchase, your partner earns a portion of the sale—creating a win-win scenario.

These partnerships are **mutually beneficial** because partners earn commission for each sale they generate, motivating them to invest time and effort into promoting your products effectively. For businesses, the beauty lies in paying partners only after they produce results—eliminating upfront marketing costs.

Example: PrimoStats Affiliate Program

PrimoStats operates an affiliate program that pays partners for each sale. Their partners promote PrimoStats products, link to the website with tracked URLs, and earn money each time they refer a new customer—demonstrating the performance-based nature of affiliate marketing.



Type 2: Referral Partnerships

What Are Referral Partnerships?

Referral partnerships are arrangements where a business or individual refers customers to you in exchange for benefits. Often, this benefit could be free use of products or services, discounts, or other valuable incentives that motivate ongoing referrals.

Turning Customers Into Partners

When you launch a referral program, each of your customers can become a partner and brand advocate. Customers share your product with their family, friends, and acquaintances through word-of-mouth and social sharing.

Incentive Structure

In exchange for referrals, customers may receive 10% off their next monthly subscription, credits for free delivery, or other rewards. This creates a virtuous cycle where satisfied customers actively promote your brand to their networks.

Type 3: Content Partnerships

Content partnerships are collaborative arrangements where two or more parties agree to create, exchange, or share content to amplify reach and engagement. These partnerships leverage the combined audiences and expertise of multiple brands to create more impactful content.



Guest Posts & Articles

Publishing content on partner websites to reach new audiences



Webinars & Events

Co-hosting educational sessions that showcase combined expertise



Social Media Sharing

Cross-promoting content across multiple platforms and audiences

Case Study: VICE and Vans

VICE and Vans' content marketing partnership led them to create **Boardly**—a compelling video series celebrating women in skateboarding, from photographers to skaters. These human interest stories are both inspiring and relatable.

The partnership serves to demonstrate both VICE and Vans' commitment to busting gender stereotypes in the largely male-dominated skateboarding industry. The subject is fitting for VICE's predominantly female audience and gives Vans an avenue to build its female customer base while showcasing its adventurous brand identity.

Boardly - Created with Vans

Meet the Filmmaker Who Spent 25 Years Documenting Women in Skate
For this episode of Boardly, we meet with Lisa Whitaker, a skateboarder, filmmaker, and founder of Meow Skateboards and Girls Skate Network, a website dedicated to supporting the success of women skaters around the world.
CREATED WITH VANS

The Photographer Providing Visibility to Women Skaters Around the World
For this episode of Boardly, we hung out with Sarah Huston, an Australian creative who curates an international photo exhibit featuring all-women talent in the world of skateboarding.
CREATED WITH VANS

Meet the Woman Working to Create More Opportunities for Other Women in Skateboarding
For this episode of Boardly, we skate through the streets of Toronto with Stephanie Battiste, a local skateboarder and entrepreneur who is on a mission to grow the sport and build a viable women's skateboarding industry in her hometown in Canada.
CREATED WITH VANS

Type 4: Influencer Marketing

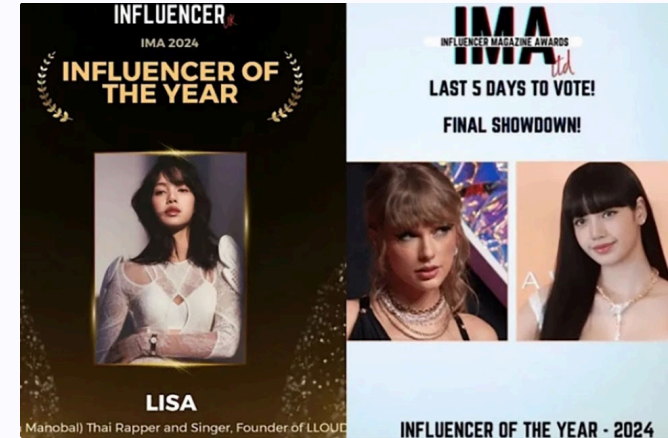
The Influencer Partnership Model

Influencer marketing is a strategic collaboration between businesses and individuals with engaged followings on social media platforms. This partnership model aims to promote your products and services while increasing brand awareness among your target audience.

The key to successful influencer marketing is **audience alignment**—choosing influencers whose followers match your target demographic. This ensures your message reaches the right people through trusted voices they already follow and respect.

Partnership Variations

Influencer marketing comes in many forms. Brands can partner with micro-influencers by sending free products, collaborate with mid-tier creators for sponsored content, or invest in major campaigns with influencers who have large followings. However, the cost of collaboration can range from product exchanges to significant financial investments.



63%

Trust Influencer Recommendations

Consumers who trust influencer product recommendations over traditional advertising

4.2x

Higher Engagement Rate

Influencer content generates higher engagement compared to brand-created content

\$6.50

Return per Dollar

Average ROI for every dollar spent on influencer marketing campaigns

Type 5: Channel Marketing Partnerships

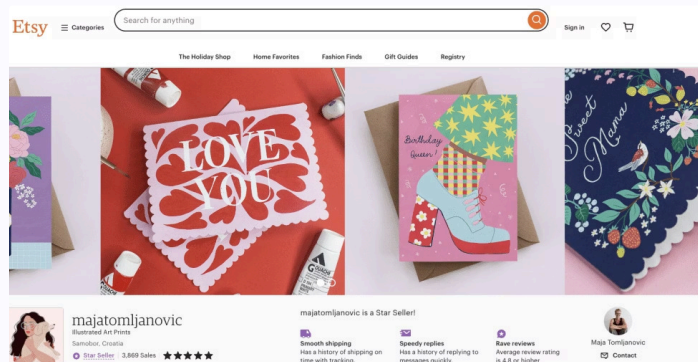
A channel marketing partnership is a strategic collaboration between a company that creates a product or service and a company that markets and sells that product or service. Channel marketing partners typically include distributors, resellers, wholesalers, or implementation specialists who serve as intermediaries between producers and end customers.

Benefits for Creators

The company creating the product or service gains increased sales and revenue through the distributor partner's established channels and customer relationships. This allows them to focus on product development while leveraging partner expertise in sales and distribution.

Benefits for Distributors

The distributor can maximize their sales and promotion experience without having to invest in product creation. They leverage their market knowledge, customer relationships, and sales infrastructure to generate revenue from proven products.



Example: Etsy Marketplace

Etsy provides an online platform where creators can sell their unique products to a global audience. The platform doesn't own any of the products—it simply connects customers and creators through a sophisticated e-commerce infrastructure, while taking a percentage of each sale. This model allows artisans to focus on their craft while Etsy handles the marketplace, payment processing, and customer discovery.

Type 6: Loyalty Programs

Building Customer Retention

Loyalty programs provide advantages to consumers by offering exclusive discounts, prizes, and additional perks that encourage ongoing purchases and brand engagement. These programs are designed to reward long-term relationships and repeat customer behavior.

Companies benefit from loyalty programs by **retaining customers** and increasing customer lifetime value. The longer a customer stays engaged with your brand, the more valuable they become. Meanwhile, customers receive exclusive rewards, special discounts, early access to products, and other benefits that make them feel valued.

Creating Emotional Connections

Loyalty programs do more than drive repeat purchases—they create emotional connections between brands and customers. When customers feel recognized and rewarded for their loyalty, they become brand advocates who actively promote your products to others.



Example: Starbucks Rewards gives customers freebies as they reach milestone star counts, creating a gamified experience that encourages frequent visits and larger purchases.

Get your favorites for free

25★ 100★ 200★ 300★ 400★

Sandwich, protein box or at-home coffee

Enjoy a PM pick-me-up with a lunch sandwich, protein box or a bag of coffee—including Starbucks VIA Instant®.

Type 7: Event Sponsorship

Event sponsorship is a mutually beneficial partnership between an event organizer and a company sponsor. This strategic relationship allows sponsors to gain visibility and connect with target audiences while providing organizers with essential financial support.

1

Sponsorship Investment

The sponsor purchases a sponsorship package tailored to their marketing objectives and budget. Package tiers typically offer increasing levels of visibility and engagement opportunities.

2

Brand Visibility

Sponsors receive company branding and marketing presence throughout the event—from signage and promotional materials to digital marketing and event communications.

3

Access & Engagement

Sponsorship packages often include event tickets for employees, networking opportunities, booth space, and sometimes speaking slots that position the sponsor as a thought leader.

Value for Event Organizers

Event planners receive crucial financial support to ensure their event runs seamlessly and generates profit. Sponsorships can cover venue costs, technology, catering, entertainment, and marketing—reducing financial risk while enhancing event quality.

Value for Sponsors

The event sponsor gains a valuable opportunity to promote their brand directly to attendees who match their target demographic. This face-to-face engagement creates memorable brand experiences that digital marketing alone cannot achieve.

Football Sponsorship: The Global Arena of Branding

Football, as the world's most popular sport, offers an unparalleled platform for event sponsorship. Brands invest heavily to align with clubs, leagues, and tournaments, tapping into a global audience and fostering deep emotional connections with fans. These partnerships are massive business deals, generating significant revenue for both sponsors and the football entities.



\$15B

Global Market Value

Estimated market value of football sponsorship deals in 2023, highlighting significant brand investment.

5B+

Global Fan Base Reach

Number of football fans worldwide, offering immense brand exposure and engagement opportunities.

30%

Average Revenue Share

Percentage of club revenue that often comes from lucrative sponsorship and commercial agreements.

Sponsorship in football goes beyond simple logo placement; it involves integrated marketing campaigns, fan engagement activities, and leveraging player endorsements to maximize brand visibility and resonance. Deals can range from shirt sponsorships to stadium naming rights, each with unique financial structures and marketing benefits.

Pair Activity: Type of Partnership Marketing

Instructions

- Make a group of two people.
- Create any kind of a small business you like.
- Identify the background of your business. Then select the type of partnership marketing you will apply in your business, explain your reason and give an example of how you will apply it.
- Also points out any challenges that might occur with your partnership and provides solutions for it.
- Present this to the class 14:00