

Ep 27: 4 Principles for Leveraging Partners to Create Content that Drives your Brand

Engaging a consumer that is difficult to reach

- There needs to be a shared philosophy, belief, goal...something tangible that authentically connects you to the partner.
 - In order for a partner to truly work as an extension of your brand, there needs to be something in common that connects you.
 - If people need to think too hard on if this makes sense, they will opt out.
- The message needs to relevantly connect to the partner but in a way that heroes your brand. And such that the partner doesn't overshadow the brand.
 - The message is rooted in the shared connection but with your own brand spin.
 - The message may not be enough to break-through on its own. Consider what you may need to develop around it to give it fuel (i.e. special promotion, brand offering, event,/experience etc.).
- Maximize exposure on the partner's channels.
 - Resist the temptation to just take everything and put it on your channels. Fish where the fish are...which is your partner's channels.
 - Use a call-to-action (CTA) to bring people back to your channels.
 - Amplify on your own channels.
- Make sure your impact isn't diluted by competition.
 - Consider competition in your category and others competing for the same attention.
 - "Black-out" competition through exclusivity.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete

