

## How to suggest a brand partnership

Suggesting a brand partnership requires careful planning, research, and a strategic approach to ensure that the proposal aligns with the interests and objectives of both your brand and the potential partner.

Here are steps you can follow to suggest a brand partnership effectively:

### **Identify Potential Partners:**

Start by researching brands that align with your values, target audience, and marketing objectives. Look for brands that complement your products or services and share similar values or brand identity. Consider factors such as brand reputation, audience demographics, and market positioning when evaluating potential partners.

### **Understand Their Goals:**

Before reaching out to a potential partner, take the time to understand their business goals, marketing strategies, and target audience. Research their recent marketing campaigns, brand partnerships, and social media presence to gain insights into their brand identity and priorities. This will help you tailor your partnership proposal to address their specific needs and objectives.

### **Craft a Compelling Proposal:**

Develop a comprehensive partnership proposal that outlines the benefits of collaborating with your brand. Clearly articulate how the partnership aligns with their goals and how it can help them reach their target audience more effectively. Highlight your brand's unique value proposition, audience demographics, and past successes to demonstrate why they should consider partnering with you.

### **Propose Collaborative Ideas:**

Brainstorm creative ideas for how the partnership could take shape and provide specific examples of potential collaboration opportunities. Whether it's co-creating content, launching a co-branded product or event, or engaging in joint marketing campaigns, present concrete concepts that illustrate the potential impact and value of the partnership.

### **Outline Mutual Benefits:**

Clearly communicate the mutual benefits of the partnership for both brands involved. Emphasize how the collaboration can help drive brand awareness, increase audience engagement, expand market reach, or achieve other shared objectives. Highlight the

synergies between your brands and how working together can create value for both parties.

**Tailor Your Approach:**

Customize your partnership proposal to resonate with the specific brand you're targeting. Personalize your outreach efforts and demonstrate a genuine interest in collaborating with their brand. Avoid using generic templates or mass emails, as they are less likely to capture the attention of potential partners. Instead, take the time to research and understand their brand identity and values before making your pitch.

**Initiate Contact:**

Reach out to the appropriate contact person at the brand you're interested in partnering with, such as the marketing manager or business development lead. Use professional communication channels, such as email or LinkedIn, to introduce yourself and briefly explain why you're reaching out. Attach your partnership proposal to provide more details about your brand and the collaboration opportunities you're suggesting.

Here is what your email/proposal should look like;

- A greeting – make sure to email a relevant contact and address them by name.
- Introduce yourself – tell them a bit about your niche and USP.
- Give your credentials – summarise your level of influence, including your audience size, demographics and engagement.
- Touch on the brand – reference the brand's top-rated content and explain why the two of you are a good fit.
- Pitch your idea – clearly explain the kind of content you want to create for the brand, including details such as timeline and budget.
- Join the dots – explain the value that this would bring to the brand and the route to ROI for them (this is arguably the most important sentence you'll write!).
- Call to action – let them know what the next steps are. Normally, this will involve encouraging them to respond to your email or arrange a call.

**Follow Up:**

After sending your initial proposal, follow up with the potential partner to ensure they received it and to address any questions or concerns they may have. Be persistent but respectful in your follow-up communication, and be prepared to provide additional information or clarify your proposal as needed.



By following these steps and approaching potential partners with a well-researched and tailored proposal, you can increase the likelihood of securing a brand partnership that benefits both parties involved.