

Marketing consultancy  
that makes you smile.



# Let's start here



Hey! Smart move to look into **strategic partnerships**. Follow the steps in this document to build something unexpectedly valuable.

# 1. Who are we?

*What do we stand for, and what's our unique edge?*

- Brand tone/personality (e.g. bold, quirky, minimalist):

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- What our customers love about us:

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- Our best-selling product or service:

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## 2. What challenge are we solving?

*Every good partnership starts with a shared problem or opportunity.*

- ☐ We want to reach a new audience
- ☐ We want to boost repeat purchase / retention
- ☐ We want to change perception or add emotional value
- ☐ We want a cost-effective marketing boost
- ☐ Other: \_\_\_\_\_

# 3. Who do we want to partner with?

*For each, brainstorm 2-3 brand or business ideas.*

Shares our audience, but sells something else:

*e.g. A cybersecurity firm x a cloud storage company.*

1: \_\_\_\_\_ 2: \_\_\_\_\_ 3: \_\_\_\_\_

Solves the same problem differently:

*e.g. stress = candle brand x herbal tea*

1: \_\_\_\_\_ 2: \_\_\_\_\_ 3: \_\_\_\_\_

We're aligned in purpose, not necessarily product.

*e.g. A green construction firm x a renewable energy consultant.*

1: \_\_\_\_\_ 2: \_\_\_\_\_ 3: \_\_\_\_\_

## 4. How might we collaborate?

*Check off the ideas that make sense for this partner.*

- ☐ Referral or reseller agreement - *Formalize a mutual referral program or allow one brand to resell the other's services.*
- ☐ Bundled services or packages - *Offer an integrated solution that's easier to buy than sourcing vendors separately.*
- ☐ Co-hosted event or pop-up - *Invite target clients to a value-packed event or executive session, hosted together.*
- ☐ Shared packaging or QR links
- ☐ Co-branded content or newsletter swap
- ☐ Loyalty program crossover - *e.g. A coffee shop and a coworking space let users earn points at either and redeem for drinks, discounts, or access.*
- ☐ Sampling in each other's delivery
- ☐ Surprise placement (unexpected channel)

## 5. What makes this worth sharing?

*Are we doing something genuinely useful, surprising, or bold?*

What's the social media hook or press headline?

“\_\_\_\_\_ teams up with \_\_\_\_\_ to  
\_\_\_\_\_.”

## 5. What's next?

*Pick 1–2 ideas to develop and write down the next step.*

- Reach out to: \_\_\_\_\_ by \_\_\_\_\_ (date)
- Create rough concept for: \_\_\_\_\_

# About ey'yo

- Freelance marketing consultancy
- Est. 2023
- Dutch native, Amsterdam based
- 16 years of experience



If you're using this document for a brainstorm session, I recommend printing pages 3-8 only, in black & white. These pages are designed with a white background to keep things clean and ink-friendly.

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# Thank you!

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