

BRAND TO BRAND PARTNERSHIPS

EVERYTHING YOU NEED TO KNOW
ABOUT B2B PARTNERSHIP PROGRAMS



TRACKIER®

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Over the last few years, brands are increasingly incorporating Brand to Brand Partnerships into their partner marketing strategies. The sales cycle of B2B partnerships is a broad journey as one has to make meaningful partnerships by onboarding vital decision-makers and cultivating a long-lasting relationship.

A B2B partnership program makes it easier for brands by collaborating with another brand, you acquire a second sales channel that introduces you to their clientele.

A partnership can assist you and your partner in achieving objectives that are challenging to achieve on your own, regardless of whether you run a B2B SaaS, consultancy-based B2B, or any other type of B2B organization.

Your B2B can benefit from a variety of B2B partner programs, including distribution, agency, reseller, affiliate, and referral partnerships. Your sales might go up and your business could be scaled with each relationship.

However, in order to enjoy these advantages, you must choose the form of partnership that will best serve your company's interests.

This book describes the differences between the various B2B partner programs, and how to choose the right partners for your business.



WHAT ARE BRAND-TO-BRAND PARTNERSHIPS?

A brand-to-brand (B2B) partnership is advantageous cooperation between two businesses or between a business and an individual. It fosters growth and value creation for both sides.

Collaboration in marketing, sales, distribution or a combination of business opportunities could be involved.

Notably, B2B partners continue to be independent of your company. Despite the fact that you and they engage in a formal partnership arrangement, they are not your employees.



WHAT IS A B2B PARTNERSHIP PROGRAM?

A channel partnership is another name for a B2B partnership program. It is a strategy for rewarding people or other companies for assisting you in expanding and achieving your objectives.

Your B2B business formally partners with a third party through a channel partnership. Following that, the partner will distribute and/or promote your goods to a new market niche.

In exchange, your company offers the third party a commission or another perk in appreciation for promoting your brand. The benefits increase in proportion to how much your partner advances you.



TYPES OF B2B PARTNERSHIP PROGRAMS

There are several types of Brand to brand partnerships and a “Partnership Program” is just an umbrella term for that.

Some B2B channel partner programs involve partners directly buying your products for distribution. Others encourage partners to promote your business and direct leads to your website, without directly selling your products.

What all B2B partner programs have in common are a formal agreement and an incentive (although the incentive can vary in type, it's not always monetary).

Here are the most common types of B2B partner programs.



1. AFFILIATE PARTNERSHIP

Affiliate partnerships are a type of sales and marketing partnership. In affiliate programs, you sign up third-party content creators to market your products through their own online channels. These channels can include blogs, email newsletters, and social media platforms.

Each content creator with whom you have a partnership provides your affiliate links on their platforms, which then lead their viewers to your website. You pay the affiliate a cash commission each time a user clicks on that link and makes a purchase.



2. REFERRAL PARTNERSHIP

Referral partners are existing customers who have used and loved your products or services at their own business. They could be businesses as a whole, or individuals at the businesses you serve.

In B2B referral partnerships, the partners only refer people or businesses they have a personal connection with.

This direct recommendation is the most powerful type of endorsement for your business because of the high level of trust involved.

Even though a B2B referral partner won't generate as many leads as, say, an affiliate partnership, referrals bring in high-quality warm leads who are the most likely to purchase from you. This is invaluable for B2Bs with a long sales process.

B2B referral partnerships are similar to customer referral programs. But while B2B customer referral programs are open to all your clients, a referral partner program consists of handpicked partners. It also includes a more formalized process, where partners are trained on how to represent you and who would be a good fit to refer.



3. AGENT OR BROKER PARTNERSHIP

Agents (brokers) represent multiple B2B companies by building relationships with your target audience. While they market your products to these potential clients, they are not resellers.

Your B2B enters a formal partnership with the agent and then rewards them when their connection leads other businesses to purchase from you.

An agent partner program is excellent if you need to acquire more qualified leads but lack a larger in-house sales team.

4. RETAILER PARTNERSHIP

Resellers are partners with a direct license to sell your products in their store or on their own digital channels.

In the B2B sector, the most common reseller partnership is the software marketplace (SaaS marketplace). These resellers sell software programs from multiple publishers.

B2B SaaS resellers are also trained to assist the client in using the software they sell. They're certified to help with setup, customization, and any other support needs. They're similar to members of your customer support team, but they still remain independent third parties.



5. B2B WHOLESALER PARTNERSHIPS

A wholesaler buys your goods in large quantities and then sells them to other businesses, whether to a physical store or digital marketplace.

A B2B wholesaler is an excellent option if you need to tap into a large customer base that was previously hard to reach. Amazon Business is one well-known example of a B2B wholesale partnership. The platform allows business supply companies to sell their physical products to an audience of millions, and rapidly scale in the process.

6. DISTRIBUTOR PARTNERSHIPS

Compared to wholesalers, B2B distributors buy smaller quantities of your products and resell them to other businesses.

In most cases, distributors are key to getting your product in the hands of wholesalers or resellers, who in turn sell your B2B products to interested businesses. This helps widen your market reach.

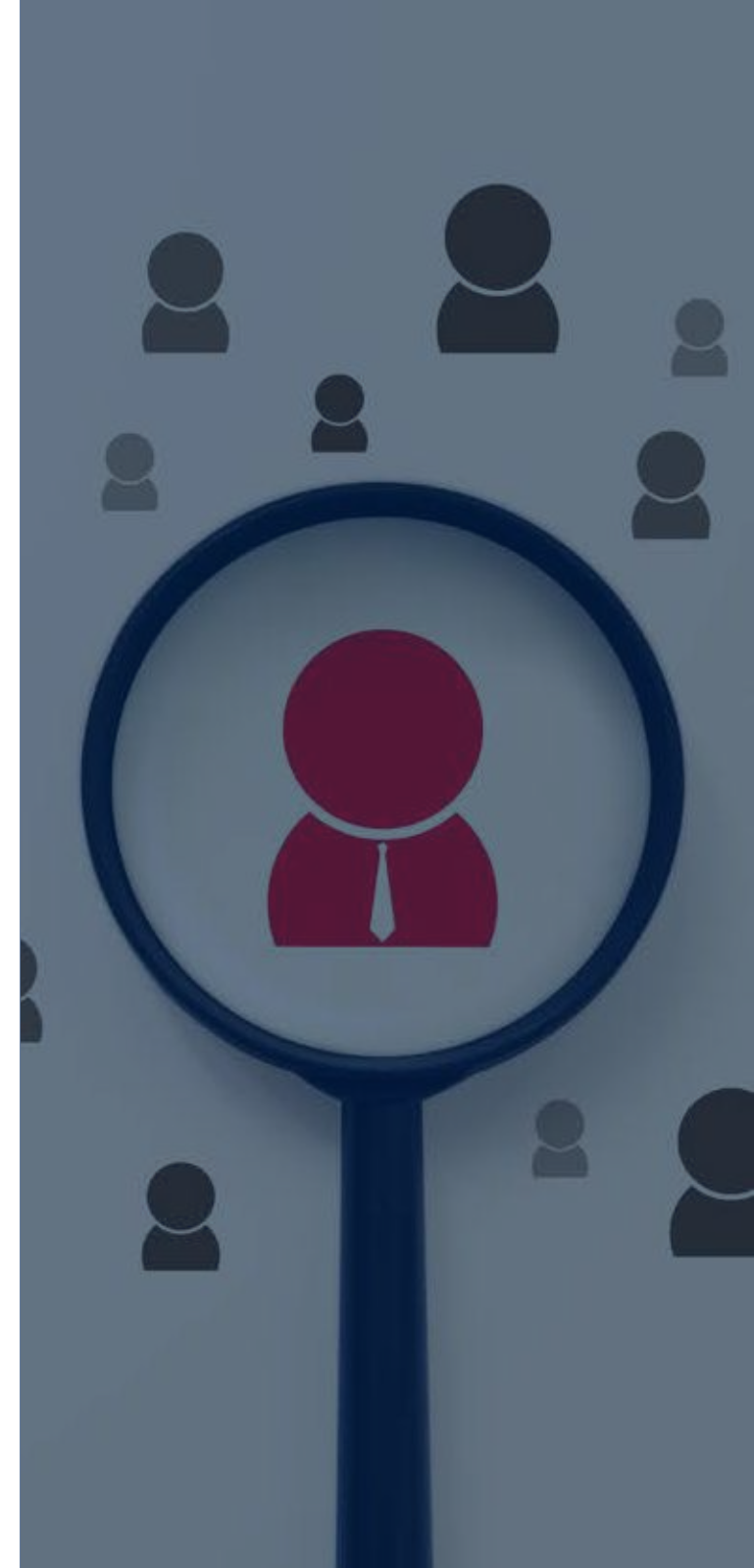


HOW TO FIND THE RIGHT B2B PARTNERS?

Before launching a B2B partnership program, it's critical to select partners who best fit your business needs.

Ask yourself these key questions when deciding who you want to partner with:

- What partners can help you access the new markets or verticals you'd like to enter?
- How widely do you want to increase distribution?
- If you're a smaller B2B or new to partnerships, will you have enough financial resources to run a partnership?
- What amount of reach do you want each partner to have? Local? Regional? National?
- Should each partner have a minimum (or maximum) customer base or estimated audience?
- How do you want partners to distribute your product – online, in-store, or a hybrid of both?
- What unique advantages would a potential partnership bring you?
- How would distributing your product benefit your potential partner and their audience?
- What values does your company hold? And do these values match with your partner's values?
- Is a potential partner ready and able to enter into a solid partnership?
- What don't you want in a partner?



**Once you've answered these questions,
determine what partners will best fit your sales,
marketing, and distribution needs:**

- Affiliates:** Targeted but very wide distribution; send leads to your website rather than reselling products.
- Agents/brokers:** Recommend your products to anyone who might be a good fit, send leads to your website rather than reselling products.
- Referral partners:** Customers who recommend your brand to colleagues they know; send leads to your website rather than reselling products.
- Resellers:** Sell your products in their own storefront.
- Wholesalers:** Purchase large quantities of your product all at once, then directly sell them to B2Bs.
- Distributors:** Purchase small quantities of your products and get them in a wholesaler's or reseller's hands.



STEPS FOR RUNNING A B2B PARTNER PROGRAM

For your B2B partner relationships to bring in the desired results, you need to follow these best practices.



1. REACH OUT TO POTENTIAL PARTNERS

A successful B2B partner program starts with properly reaching out to the best-fit partners.

This first discussion should cover mutual goals, what you and your partner offer each other that you can't achieve on your own, and what you'd like to accomplish together.

Finally, make sure to survey the new partners about any previous partnerships, benefits they seek from your partnership, and any challenges.

2. OFFER VALUABLE PARTNER INCENTIVES

Channel partner incentives are vital in making partners feel appreciated and like part of your team, even though they remain independent from your business.

The incentives should be based on performance and scale. In other words, they need to increase in value as partners distribute or sell more of your products/services.

Some B2B incentives to offer include:

- Percentage commissions on each sale made
- Flat commissions on each sale made
- Wholesale discounts



Some B2B incentives to offer include:

- **Sales performance incentive funds (SPIF):** These are incentives, such as a trip, gift card, or valuable tech item, that go directly to a salesperson when they meet time-based sales goals
- **Co-op funds:** Cash incentives for distributing and reselling products
- **Market development funds (MDF):** Cash that goes to the partner's business, to help it accomplish future sales and marketing goals.

3. CHANNEL PARTNER AGREEMENT

A channel partner agreement ensures both your and your partner's expectations are clear and holds each other accountable. It's essential the partners read and sign this document before you both dive into a partnership.

In the channel partner agreement, establish the marketing strategies partners can and can't use for promotion, the resources you each bring into the partnership, your obligations to each other, and the incentives you offer.

You also want to outline the consequences if partners engaged in fraudulent and unethical behavior – likely, termination of the partnership – to protect your brand.

It can be difficult to lay the ground rules in any partnership, but this guide to setting up a channel partner agreement will come in handy when you need it.



4. ONBOARDING PARTNERS

Get your partnerships off on the right foot with appropriate onboarding. This sets expectations and equips your channel partner with everything to represent your brand correctly.

You want to include brand standards and key selling points during your onboarding.

Most importantly, reinforce how partners can best present your product to meet their audience's needs.

During onboarding, be sure to introduce them to your partner portal, where they'll find essential information about the partnership and can easily keep tabs on their success. If you're offering branded assets to assist partners in making sales, point out where they can access these resources in the portal.



5. ESTABLISH CLEAR COMMUNICATION WITH PARTNERS

All successful partnerships have one thing in common: Communication.

Regularly check in with partners one-on-one, at set times. Keep sending updates on company news and the results of your partnership. Ask if your partner has any questions, as well as their feedback on how the partnership is going.

Take the time to thank your partners for the effort they give, have conversations about topics outside business, and focus on strong relationships.

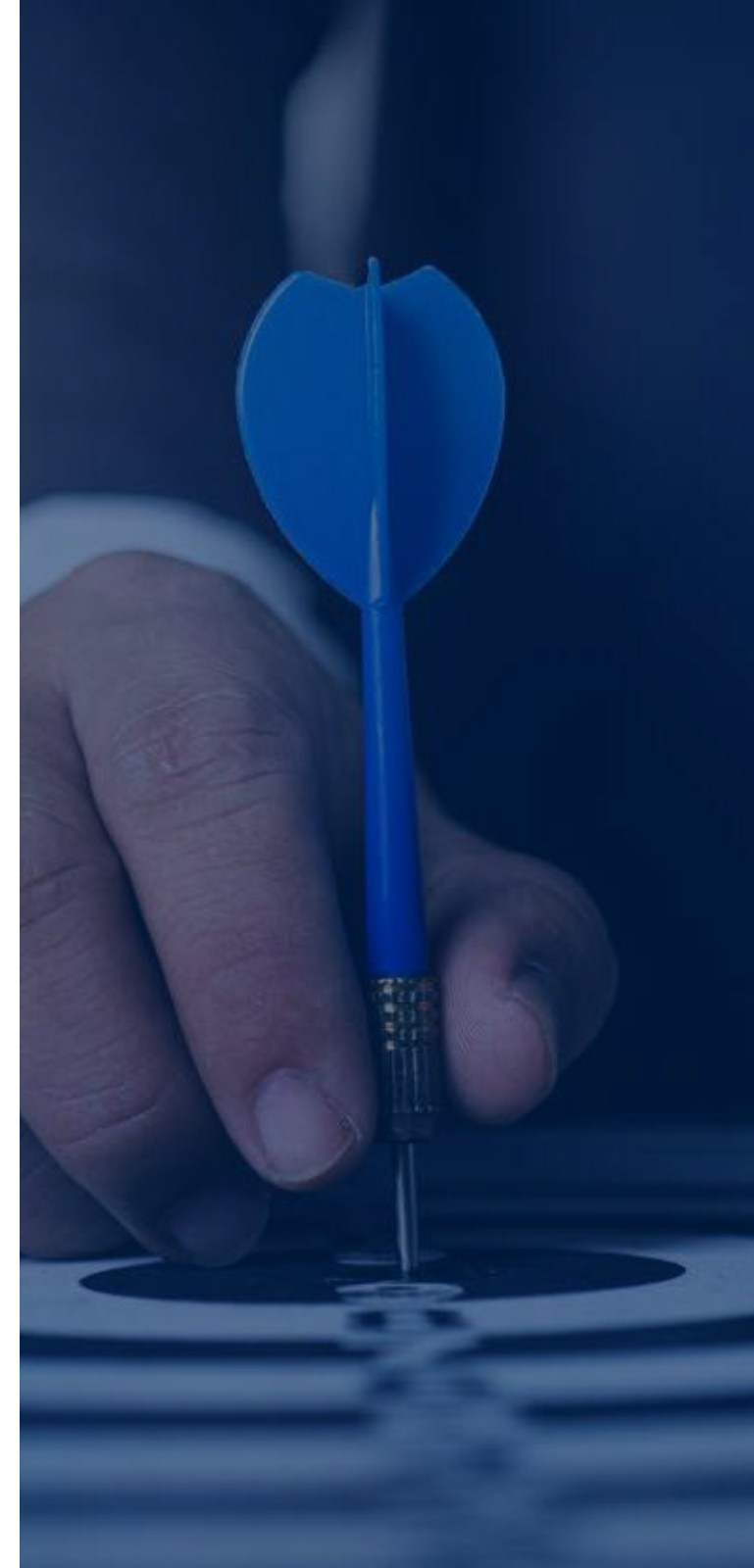


6. TRACK YOUR PROGRESS TOWARDS PARTNERSHIP GOALS

Set and track KPIs using the SMART method. SMART metrics are specific, measurable, attainable, relevant, and time-bound.

You should have overarching goals for the entire partner program But you should also set individualized goals for each partner relationship.

Your needs, and the type of B2B partnership, will determine the right goals for your business growth.



7. MANAGE YOUR B2B PARTNER PROGRAM WITH PRM SOFTWARE

PRM software (partner relationship management software) makes recruiting, training, and managing partner relationships easy. It streamlines all of the tasks associated with your partnership and integrates with your existing processes and tools.

Some of the tasks PRM software can assist you with include:

- Discovering partners
- Creating a partner portal
- Onboarding partners
- Communicating with partners
- Sharing resources and branded sales assets with partners
- Tracking and measuring the success of each partnership in real-time
- Rewarding your partners in a timely manner
- Automating routine, partnership-related tasks and processes
- Safeguarding the integrity of your brand and preventing fraud



WHAT ARE THE BENEFITS OF PARTNER MARKETING SOFTWARE?

Marketing technology is an essential part of any successful business and is probably the most important tool for marketers. Marketing tools are used to help with the process and ease of marketing tasks as well as increase productivity and efficiency.

Partnership marketing software and affiliate marketing software can help you build relationships with your partners, measure performance, and automate partner activities.

Here are some of the benefits of a partnership marketing software:

- Partner management :** Partner management software automates everything from onboarding to reporting. This allows you to focus more time on your customers and less time on managing your partner relationships.
- Performance measurement :** With partnership marketing software like Trackier, you can measure the performance of your partners in terms of revenue, distribution, and ROI. You will be able to see which partners are performing well and which are not doing so well.
- Automated workflows :** Automated workflows eliminate the need for manual processes. This means that repetitive tasks such as onboarding new partners, distributing content, and sending out emails can be automated using partnership marketing software.



ABOUT TRACKIER

Trackier uses advanced technology and a customer-first approach to help marketers across globe build great products, create exceptional experiences, and preserve customer privacy.

Trackier is a global B2B SaaS company offering multiple Ad-Tech Solutions. Our Mobile Marketing Platform includes measurement, fraud prevention, cybersecurity, and marketing automation solutions.

Our partnership and affiliate management solutions allows you to attribute your business and help you scale up ROI and tackle frauds on the go. Our solution provides the best in industry analytics and affiliate management in one single dashboard. Its customizable and affordable for your new business.

Trackier has made marketing easier, smarter, and more secure for the apps working with them.

For more information about our company, products, and solutions,

To learn more about **Trackier's Performance Marketing Software**
or to **request a free demo**, feel free to visit **www.trackier.com**.

