

Affinity Workshops

Helping you understand affinity marketing



How are your existing partnerships performing?

How will your product or service and brand values sit within various sectors?

How can affinity marketing help you to differentiate from other firms?

We understand that affinity marketing can be daunting. Whether you've been working with partners for several years or are considering entering the market for the very first time, Affinity Solutions can tailor a workshop that explains the benefits and pitfalls you are likely to face.

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Partnerships can be used to address a wide range of corporate objectives:



Given our wide experience of strategic alliances, Affinity Solutions is perfectly placed to deliver affinity workshops specifically designed to address your needs in any of the areas outlined above.

DELIVERING THE PROMISE

The process used to put together an affinity workshop is dependent on your exact requirements and experience in the market, but may include:

- Partnership analysis - How are your existing partnerships performing?
- Sector strategy - How will your product or service and brand values sit within various sectors?
- Product strategy - which products or services are you seeking to market via an affinity partnership?
- Selection - Which sectors or sub-sectors should be considered?
- Competition - Which are the other firms active in this space and how can affinity marketing help you to differentiate from them?
- Analysis - We use an internally-developed series of criteria which we feed in to a weighting and scoring process, providing clarity in terms of which industries and sectors will yield the most rewarding partnerships

- Delivery - the workshop itself will clearly outline the essence of affinity marketing and the many marketing opportunities it creates. This will facilitate an open forum that will crystallise your affinity marketing plans and provide a robust framework to take affinity marketing strategy forward

ACCOUNT EXPERIENCE

Affinity Solutions is the UK's longest-standing affinity marketing consultancy with a wealth of experience in designing and delivering workshops which not only inform, but also engage delegates. Whether over a single day or across several days as part of a large-scale conference, we have the ability to develop the ideal workshop format. Previous workshop clients have ranged from UK-based building societies to multi-national insurance organisations.

Is affinity marketing the route for you?

- Could your brand extend to more products and services?
- Are you looking for ways to differentiate within a crowded market place?
- Are you looking for new income streams?
- Could partnerships help achieve key corporate goals?
- Could your brand benefit from association with other brands?

Tel – 01444 450911



AffinitySolutions

Creating Value from Partnerships

Oakfield House, 35 Perrymount Road, Haywards Heath, West Sussex, RH16 3BW
www.affinitysolutions.co.uk