

Distribution Partnerships

Reaching new customers and markets



Which brands will give access to our target customer groups?

Which partnerships will drive real volume and value over time?

Are we ready to handle partnerships?

Can we access the real decision makers?

How will our proposition stand out?

In today's marketing environment, partnerships with key brands can give access to new markets and customers. Understanding the market and gaining answers to such questions can be invaluable for any marketing strategy.

DISTRIBUTION & PROMOTION VIA THIRD PARTIES

PARTNERING FOR SUCCESS

The success of any strategic partnership is dependent on getting the basics right from the start.

Our unique approach to affinity marketing is a tried and tested means of enabling our clients to identify and implement partnerships which will bring long-term competitive advantage.

DELIVERING THE PROMISE

The process used to develop and implement a partnership strategy will be tailored to your specific needs but would typically follow a two-stage process.

The first stage focuses on the development of an overall partnership strategy and would include an exploration of:

- ❑ **Strategy** – What are the key objectives and the significance of partnerships within the wider marketing strategy? How can partnerships support and supplement the brand? Which communication channels are required to drive real volume?
- ❑ **Resources** – What resources are in place to implement, service and manage the partnerships?
- ❑ **Competition** – Will the proposition be competitive within the market place?
- ❑ **Concept** – What will the final partner and customer propositions be?
- ❑ **Identification** – Which brands offer the greatest potential as partners?
- ❑ **Contact strategy** – How will the key decision makers be contacted and influenced?

The second stage typically focuses on the implementation and facilitation of the partnerships. As the success of the strategy will depend on the quality of the partnerships agreed, Affinity Solutions will aid this vital process in a number of ways, including:

- ❑ **Contacts** – Establishing contact with decision makers and generating interest
- ❑ **Negotiation** – Facilitating a commercial agreement and addressing any issues which may arise
- ❑ **Implementation** – Managing the practical issues associated with a partnership launch
- ❑ **Account Management** – Supporting partnerships throughout their lifetime

ACCOUNT EXPERIENCE

Affinity Solutions has experience of affinity marketing spanning a number of different business sectors, products and media including:

- ❑ Advising a major general insurer on its corporate partnership strategy and organisation
- ❑ Advising a number of major utility suppliers on partnership marketing strategies and facilitating utility-based propositions for a number of affinity groups
- ❑ Advising a number of leading financial services providers on the distribution of general insurance, pensions protection, investments, and other products via targeted affinity groups and trade associations
- ❑ Advising new technology companies on distribution strategies which enable solutions to be distributed via marketing partnerships spanning new and traditional media

Can affinity marketing aid your business?

- Are you looking for ways to reduce acquisition costs?
- Are you looking for access to a specific target market?
- Is your brand name less well-known than competitors?
- Is your current database limited in terms of 'reach' or profile?
- Are you looking for ways to differentiate within a crowded market?
- Are you struggling to know which brands will work best?

Tel – 01444 450911


Affinity Solutions
Creating Value from Partnerships