

# Engage



**CiA** Consultancy  
in Action

# Compete



# Act



**Action Speaks Louder**

Issue 3

March 17<sup>th</sup> 2009

## Consultancy in Action:

*Focusing on project delivery, CiA offers a mix of marketing consultancy and project management for larger businesses and wider business marketing roles for SME's.*

## Clients:

- **Comic Relief (FMCG project)**
- **First Great Western**
- **Monster.com**
- **Site Intelligence**
- **Nectar**
- **The Royal Artillery Museum**
- **Lever Faberge**

## Act now - contact Peter:

- [peter@consultancyinaction.co.uk](mailto:peter@consultancyinaction.co.uk)
- **T : 01483 224367**
- **M: 07774 243545**
- [www.consultancyinaction.co.uk](http://www.consultancyinaction.co.uk)

## Next Issue:

Coming .....ready or not!

## Previous issues:

[Payment by Results](#)  
[Partnership Marketing – Approved Access](#)

Past issues of the newsletter are available on the CiA website at: [consultancyinaction.co.uk](http://consultancyinaction.co.uk)

If you would like to hear more about the opportunities with Partnership Marketing and how this could work for you please [email](#) or call 01483 224367.

## Partnership Marketing – Balance of Benefits.

Dear Chris,

Welcome to **Action Speaks Louder**, the CiA newsletter.

In issue two, I looked at the benefits of 'approved access' with Partnership Marketing (PM). In this issue I want to highlight some of the wider 'balance of benefits' of PM.

PM is the equivalent of personal networking. Through the introduction of a new relevant product or service to your customers, this will reflect well on the introducing brand, resulting in real or perceived added value being provided and a greater adhesion / loyalty to that introducing brand. With a reciprocal deal the network is complete.

Here are some, but not an exhaustive, list of benefits:

Balance of Benefits	Tangible Outcome
Shared Costs	Reciprocal deals mean existing assets are used e.g shops, website, database adding minimal cost and maximum exposure
Shared Risks	Not everything meets expectations. Negative ROI can be shared to minimise the impact and allow activity to be fine tuned
Access to Partner Customers	Combination of access via the Partner's own channels and with the partner's implied or explicit endorsement – increases likelihood of the recipient's review time, response and engagement.
Access to Partner Knowledge	Sharing knowledge and experience, especially across sectors, expands our minds and minimises mistakes
Manpower Savings	Reduce marketing resource allocation – shared roles
Extended Reach	Same cost /'000, but higher numbers and relevant message
Research and Results sharing	Pre, during and post research for joint learning and future activity
New channels / markets	Access which may have been unachievable due to cost or opportunity
Brand association	Trade off each partner's brand equity / cudos. Encourage acceptance, or at least consideration, by partner customers
Data integration	Whilst acknowledging data security and protection issues, aggregated data may provide new insight into buying / browsing behaviour, multi channel customer view ....

Partners need to look at the big picture to understand and negotiate the best 'deal' for themselves, whilst acknowledging the partnership and agreed objectives of each.

Negotiation skills are critical in PM as businesses / brands are never equal in all

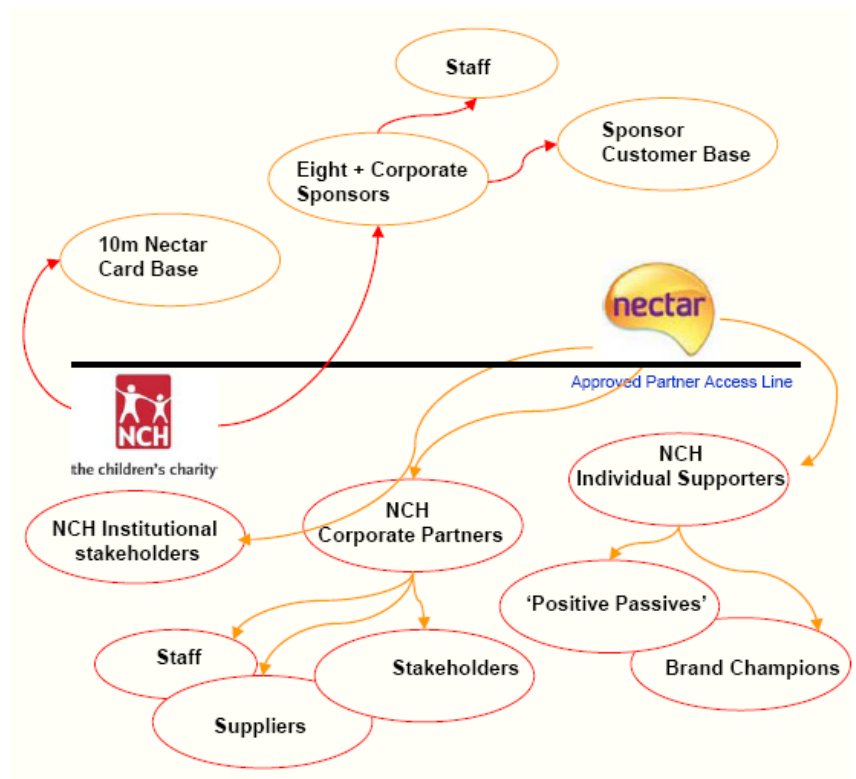
Please forward this to a colleague who you feel would be interested in the content.

areas – you've got a bigger database, they have retail stores, you have a stronger brand, they have a bigger marketing communications budget and so on.

So trading benefits not only creates equality, but also is the essence of PM since you are balancing strengths and weaknesses of each business / brand. If the balance of benefits is not right, you do not have an equitable partnership and you should walk away.

Now some of this may seem blindingly obvious, however put it all together in a co-ordinated, targeted and monitored programme, benchmark it against other activity you are planning to run and then look at the opportunity costs. Metrics of cost per contact, per acquisition, per action will come out very favourably with PM.

Using the PM example from a Cause Related Marketing programme CiA set up for Nectar and NCH (National Children's Homes) it is easy to see the benefits of shared access to each other's customer and related groups and the implications on cost saving.



**Results:**

- NCH gained free exposure of brand and core message to over 10m Nectar card holders, the wider Nectar sponsor base as well as benefiting from card holder points donation.
- Nectar reinforced its family appeal via NCH corporate sponsors and individual supporters, provided a new avenue for cardholder points redemption and reinforced the Nectar offer to NCH Partner staff and suppliers.

Could it work for your brand or part of your marketing campaign? It's certainly worth investigating. If you get this right you will meet and beat your best objectives.

If you would to hear more about the opportunities with Partnership Marketing and how this could work for you please [email](#) or call 01483 224367.

Copyright © 2009. CiA Ltd. All rights reserved. If you would prefer not to receive this newsletter please click [here](#) with 'delist me' in the subject box.

