

Joint marketing plan

When to use

Use this tool when you are designing and agreeing on the key cooperation goals with all the partners in your OI cooperation.

Time needed

2-3 hours

Type of tool

- DISCUSSION TOOL
- CHECKLIST
- THINKING FRAMEWORK

Benefits

It's a simple and clear exercise to design the planning for the joint OI cooperation. The different subjects open a discussion to align everyone's future vision.

Team needed

Minimum 2 (product managers, marketing experts)

Innovation Phase

- EXPLORE OPPORTUNITY
- DEVELOP CONCEPT
- VALIDATE CONCEPT
- INTRODUCE PRODUCT/SERVICE
- SCALE UP
- EXPAND & DIVERSIFY
- MANAGE OI

Expected outcome

The outcome of this exercise is a future plan of the goals and development agreed by all the partners. It concludes with the initiatives to be made in order to fulfill the objectives set.

Complexity

3



Joint marketing plan

COLLABORATION	1	2	3	4
OBJECTIVES				
JOINT WINS				
METRICS				
INITIATIVES				



Joint marketing plan

Insurance company and travel agency

COLLABORATION	1	2	3	4
OBJECTIVES				
	Promote one another to local customers	Design joint service packages (bundles)		
JOINT WINS				
	referring customers back and forth to increase sales	Increased service value to customers in travelling segment (convenience, price advantage)		
METRICS				
	20 % of customers			
INITIATIVES				
	<ul style="list-style-type: none"> Place promotional flyers in each other retail channels Place information on both websites, social media ... 			



Joint marketing plan

Use Guidelines

Step 1

Together with your partner(s) write down all objectives within the OI cooperation.

Step 2

Discuss and choose first the 4 most important objectives. Write them on a post-it note (if possible in different colours).

Step 3

For each objective have a discussion about the joint wins and the metrics. Write down on a post-it note the final wins and metrics.

Step 4

Conclude with a list of initiatives to follow to reach these objectives.



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Training material guidelines

Alliance marketing occurs when two or more companies cooperate to jointly promote and sell a product, service, or even a concept. It can take place on any scale—including internationally—as long as it provides a benefit to all the stakeholders involved.

Why should you join forces in marketing?

- gain access to a non-competitive businesses' customers
- pool knowledge and expertise
- combined resources and efforts reduce inefficiencies (expenses)
- turn competitors into partners
- reach new markets (particularly internationally)

New customers are frequently attracted to businesses employing alliance marketing strategies. Companies usually trade loyal customers, increasing business for both members of the alliance.

An allies' loyal customers become integrated into the new customer base, as they'll more readily heed referrals to that company's products and services. By leveraging an ally's brands, reputation, distribution, and offerings, companies market to customer groups that were previously beyond their reach.

