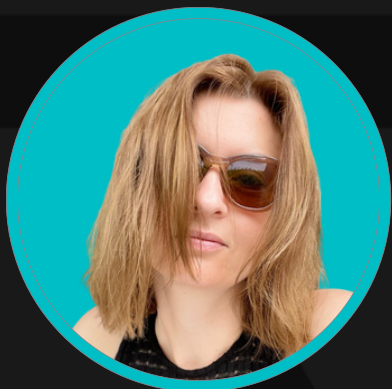


shared expertise

# How to incorporate partnerships into your company's GTM strategy?



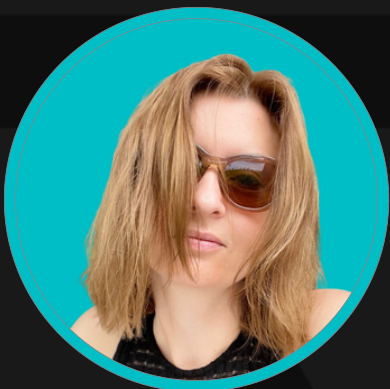
With 15+ years of experience in b2b marketing and partnerships, **Elena** is on a mission to make b2b partnerships simple! Founder @ PARTNER2B



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# IDENTIFY THE NEED FOR PARTNERSHIPS

Start by analyzing key metrics such as conversions and Customer Acquisition Cost (CAC) from the previous year and align them with your company's goals.

If these metrics decline, it may indicate your current lead generation channels are less effective. This signals that exploring partnerships could rejuvenate your growth strategy.

Remember, in 2023, **72% companies** agreed that leads from partners have a **lower Customer Acquisition Cost (CAC)**.



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## AVOID VIEWING PARTNERSHIPS AS EXPERIMENTS **IN YOUR GTM STRATEGY**

The value of a true partnership enables the parties to achieve more together, than they could do alone.

Countless successful b2b partnerships demonstrate this value every day (think Mailchimp & Canva, or Instacart & Publix).

If your leadership team has bought-into the premise that partnerships will help you grow farther (prerequisite), then **the right place for partnerships to exist becomes integrated throughout the organization** – in all of your go-to-market efforts.



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## ALIGN YOUR TEAMS

One critical step in integrating partnerships into your GTM strategy is to ensure alignment across all relevant teams, including **growth, revenue, marketing, sales, and partnerships**.

Gather these teams to review and compare the metrics of each channel.

Remember, **partnerships generate 20-30% of revenue** when the partner program is well-established.



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# TAILOR YOUR OFFERINGS TO SOLVE YOUR IDEAL CUSTOMER'S PAIN POINTS

You'll want to explore which of your existing partners could potentially improve your product's reach, stickiness, or ROI, (for instance, via a technology integration into a product that your ideal customers are already using, or are in-market for).

If you don't have an existing partner that immediately comes to mind, then this becomes **an opportunity for you to build this partnership.**



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## IDENTIFY THE RIGHT PARTNERS FOR GTM GOALS

Different goals require different partners.

For exploring new markets, local channel partners provide market insight and customer access.

To expand your product offering, tech partners who can integrate or complement your solutions are ideal.

For growing a SaaS product with a straightforward sales cycle, affiliate partners are the way to go.

The key is to match the partner type with your GTM objectives for **synergy and mutual benefits**.



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# KICKSTART YOUR STRATEGY WITH A "WHAT IF" PARTNERSHIP EXERCISE

When evaluating potential partnerships using the "what if" exercise, envision executing all planned activities with your partners.

Consider the following: What would you share? Would costs be divided? Could time be saved? Would you embark on more joint activities?

Go through each step of your Go-To-Market strategy and ponder, "What if I implemented this with partners?"





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# INCORPORATE PARTNERSHIPS SEAMLESSLY INTO YOUR GTM

Never treat partnerships as just an add-on to your strategies.

For partnerships to work, align goals and activities between your teams and partners. **Integrate your partners** into planning, share insights and data, and co-create marketing and sales strategies that benefit both.

Without this integration, building an efficient partner network will be challenging, and your GTM team may hesitate to revisit this strategy in the future.



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# NO ONE-SIZE-FITS-ALL: CUSTOMIZE YOUR GTM AND PARTNERSHIPS

What works for one business, or product line, may not work as well for the next. This is to be expected and is the process of executing a GTM strategy.

That said, imagine if you applied a **partner-centric approach across your GTM efforts**, and you then replicated those successful motions across your partnerships, your verticals, your lines of business..

What could this approach do for your joint credibility in the market and to the reach of your [combined] resources? Not to forget, what could it do for yours and your partner's business stickiness, ROI, and customer retention?


# Conclusion

As we've discussed many times, adding partnerships to your go-to-market (GTM) strategy starts with aligning goals, activities, and budgets. Most importantly, it requires getting your team on the same page. Once everyone is aligned, you're one step closer to success.

Happy partnering!

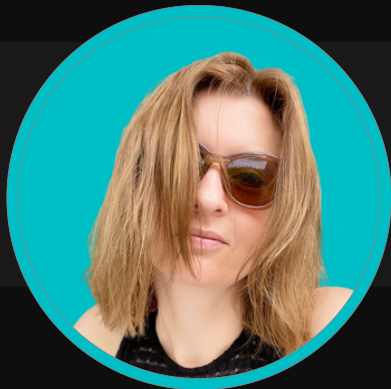
Regards,

Elena & Eric



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page ahead, don't  
leave yet )

# About Us



*"I'm on a mission to make  
b2b partnerships simple for  
tech startups & scale-ups.*

*Join me on this challenging  
but rewarding journey with  
my new project,  
PARTNER2B."*

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*I've played an integral role  
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successful shared go-to-  
market (GTM) strategies  
with over a hundred B2B  
companies through  
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