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5 REASONS

WHY  
MARKETING  
TEAMS LOSE  
WHEN NOT  
ALIGNED WITH  
PARTNERSHIPS.

If marketing and partnerships don't work together, marketing teams miss opportunities, waste resources, and struggle to scale.



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# 01 Limited Reach

Partnerships open doors to new audiences. Without alignment, marketing can't fully access or engage them.

! This limits brand visibility and reduces potential leads !



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# 02 Weaker Campaigns

Partner channels amplify marketing efforts.

Without alignment, marketing loses out on extra exposure and credibility.

! This weakens campaign performance and reduces engagement. !



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# 03 Higher Costs

Partner-driven leads cost less than paid acquisition.

Without alignment, marketing teams overspend to acquire customers.

**!** This increases customer acquisition costs and lowers ROI. **!**



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# 04 Slower Expansion

Partnerships provide market insights and distribution channels.

Without alignment, marketing has to build everything from scratch.

! This slows down growth and increases go-to-market costs. !



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# 05 Poor Customer Experience

Partners often provide valuable user feedback.

Without alignment, marketing misses insights that could improve customer experience faster.

**! This slows down improvements and makes it harder to meet customer needs. !**



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# Conclusion

The bottom line?

It's not marketing vs. partnerships.

it's marketing with partnerships.

When they work together, marketing becomes more effective, cost-efficient, and drives faster growth.



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**Thanks for your time!**

I'm Elena. I share tips to help founders build strong partner networks and make b2b partnerships simple.

If you find my content valuable, follow me and subscribe to my weekly newsletter here! 🌟

Let's make b2b partnerships simple!

Regards,  
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