

# Twice the Bang for Your Buck: Successful Co-marketing Plan

Co-marketing is an excellent marketing strategy if you plan what it is you want to do, who you want to do it with and what you to accomplish. The purpose of this handout is to help you begin putting into action your co-marketing plan.

## Step 1. Identify who you want to work with.

Although this may seem like a “no brainer” the fact is it may take you some time to find the right partner. Remember, your prospective partner may not be interested or may have allocated their marketing money to other efforts. You want to choose a partner who can help you build your business and you their business. You also want to choose a partner who has similar goals and business ideals so that your partnership is rewarding both personally and monetarily.

**Question One.** Who would I like to partner with? List potential partners and consider both past client and prospective client co-marketing.

Prospective Client Marketing Partners	Past Client Marketing Partners

**Question Two.** If I don't know one or more of the potential partners listed above, how can I find out more about them? Consider tapping into your network, reviewing current advertising publications and talking to other professionals who know this potential partner.

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**Question Three.** If I pursue a co-marketing partnership with one or more of the people I've listed above, what one thing do I need from my partner to ensure our working relationship is acceptable to me?

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**Step 2. Identify the types of value-added offers you can provide.**

Think of this value-added piece from two perspectives: 1) how can you help your partner be more successful and 2) what types of offers can you provide prospects to entice them to call you?

**Question One.** What can I offer a prospective partner to help him/her be even more successful in business?

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**Question Two.** What pieces do I need to develop? If I need to develop these pieces, what resources can I use to shorten the development phase? What systems/processes do I have in place that can easily be used by my referral source partners?

In Place Systems/Processes	To be Developed

**Question Three.** What enticements can I offer to prospective clients to increase the response rate of my co-marketing pieces? Think about discounts, service guarantees, convenient application and closing arrangements.

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**Step 3. Identify a geographic area or niche you want to pursue.**

Use this to brainstorm ideas about the geographic areas or niches you want to pursue. List a variety of geographic areas and/or niches because even if you don't pursue these initially, you may want to add them to your future marketing ideas "to do" list.

**Question One.** What geographic areas am I interested in pursuing?

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**Question Two.** If I choose to market in a geographic area, what can I do to separate myself from the pack?

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**Question Three.** What niches am I interested in pursuing?

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**Question Four.** If I choose to market in a niche, what can I do to separate myself from the pack?

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**Step 4. Choose the type of marketing you want to use.**

Once you identify the geographic area(s) and/or niche(s) you want to exploit, list the possible co-marketing methods you would consider using.

**Question One.** What marketing methods would I like to use to reach a geographic area?

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**Question Two.** What marketing methods would I like to use to reach a niche? Use the left side to identify your niche and the right side to list your marketing methods.

Niche	Marketing Method

**Step 5. Determine if you need to design something or if you can use a pre-fabricated piece.**

How you choose whether to design something yourself or use pre-fabricated pieces depends on the timeframe in which you need it, your design budget, what you want to accomplish and who you're marketing with.

**Question One.** If I use pre-fabricated pieces, which vendors supply what I am looking for?

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Use the table below to record your answers to the following questions: What are their fees and how much are they, how long it will take from proof approval to mailing, do they print in house or outsource, what is the minimum required order, what can be customized, do they provide database services?

Vendor Name	Fees	Turn Time	Print In House		Minimum Order	Customization		Database Services	
			Yes	No		Yes	No	Yes	No
			<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Question Two.** If I use a custom designed piece, which vendors supply what I am looking for?

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Use the table below to record your answers to the following questions: What is their hourly rate, how long it will take to obtain your design, will they reuse your design for future clients, what format(s) will they supply their design in, will they work with your printer? In addition to these questions you may want to find out exactly what you get as a finished product so that you aren't expecting one thing and get something else.

Vendor Name	Hourly Rate	Turn Time	Reuse Design		Supplied Formats			Work with Printer	
			Yes	No	EPS	PDF	PDS	Yes	No
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Step 6. Identify your delivery method and how often you want to use this marketing method.**

As with any marketing technique you use, what you send and how often you send it will greatly impact your response rates. According to NAR if you only put your name in front of prospects or past clients one to eight times a year your results will be minimal at best. Frequency and consistency in your marketing messages is critical to your success.

Keeping your name in front of past clients on a regular basis reminds them of you and what you do. They may not need your service this week or this year but they probably know somebody who does.

When marketing to prospects you have to keep your name, face and offer in front of clients on a regular basis so that they learn who you and what you offer. It's important that you offer something of value so that prospects will pick up the phone and call you to request more information.

**Question One.** What delivery methods do I want to use and how often do I want to stay in touch? Do I want to use direct mail, advertising in publications, newspapers, newsletters, walk information in a farm?

Marketing Product	Delivery Method	Frequency

### Want More Information?

**For more information** about our services, contact us at 303-426-1027 or 800- 433-3755.

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