



How to plan your brand-to-brand campaign launch

Partner brand name:

Partner brand contacts:

Download this worksheet to plan how you will effectively launch new brand-to-brand partnerships. For best results, collaborate with your partner and review each question with them.





Before going through these questions with your partner, align on who will be the demand-side partner (receiving traffic) and who will be the supply-side partner (referring traffic to the demand-side in exchange for a commission). If the partnership involves co-promotion, where each brand will act as both the demand-side and the supply-side, then go through this exercise twice — once for each side.

1. What are my goals and objectives for this partnership? What are my partner's goals and objectives?

(drive revenue, increase brand awareness, high ROI, etc.)

2. How will we measure the success of the partnership?

(number of sales exceeds 100/month, \$10K of incremental revenue per month, increase ROAS by three times, etc.)

3. What is the target audience for this campaign?

(U.S. women, students, tech enthusiasts, etc.)

4. What promotional channels are available to reach the audience?

(blog, email newsletter, social media, webinar, etc.)

5. Which are the most promising to reach both of your goals? (Focus on these first.)

(blog, email newsletter, social media, webinar, etc.)

6. What enablement and/or promotional resources will be needed? List content topics, identify stakeholders, and agree upon deadlines.

(ads, co-branded landing pages, blog content, etc.)

7. Will this partnership require a technical integration between the brands?

(APIs, webhooks, etc.)

8. Which teams will need to collaborate internally? What is the projected time commitment and do they have the bandwidth to contribute? What are the costs of using these teams? What are the expected benefits?

Internal teams

(engineering, sales, marketing, design, etc.)

Time commitment

Resource costs

Expected benefits

9. What core messaging should be included in the promotional materials?

(product info, brand slogans, campaign messaging, etc.)

10. What content guidelines need to be followed?

(style, tone, content policy do's and don'ts)

11. Does the content need to be approved before it goes live? If so, what will the content review process look like?

Reviewer

Days needed to review

Final sign-off requirements

Edit/review process
(who is involved, timelines, requirements, etc.)

12. What are the compensation terms?

(cost per action, flat fee, free product, lead exchange, etc.)

13. How often will we meet to assess the partnership and keep stakeholders aligned?

(bi-weekly, monthly, quarterly)

14. How will we keep momentum post-launch?

(identify future opportunities, optimization strategies, etc.)

And there you have it!

You've put together a launch plan that you can use to get new partnerships launched. Keep coming back to this worksheet each time you want to launch a new brand-to-brand partnership.

Check out these [impact.com](#) resources to create and optimize your brand-to-brand partnerships:

- How to find your ideal brand-to-brand partner: Your guide to identifying, designing, and planning successful partnerships ([ebook](#))
- Field guide to strategic B2B partnerships: 16 partnership species for building a revenue-generating habitat ([ebook](#))
- How to accelerate your career in partnerships: Strategies for overcoming objections and increasing your influence ([ebook](#))