

How to align your audiences and partners with your business objectives

Download this worksheet as a guide to identify the audiences and partners that move business growth forward.



Your partnership program goals should support high-level company goals and objectives. A successful partnership strategy involves understanding your business objectives, identifying the right target audience, and then determining the partners that will help you reach those audiences to achieve your goals.

Harnessing the benefits of partnerships helps address some of the most common business objectives captured below. Use this worksheet to identify the top company goals your partnership program supports and the audience and partners to help achieve them.

Business objective(s)

We want to drive growth by:	
	Acquiring new customers
	Increasing revenue
	Entering new markets
	Creating positive brand associations
	Closing more sales
	Increasing customer retention and long term value
	Generating innovation and enhancing the value of products, services, and experiences
	Driving mobile app installs and usage
	Improving overall customer experience
	Reducing customer acquisition costs or cost per sale

Which audiences will make this growth happen?

Get specific about who you want to reach to drive growth. Identifying target audiences is essential because each partner reaches a distinct audience and influences different parts of customer journeys. Which audiences are you looking to target, and what do you know about them?

	Example: Target customer segment	Target customer segment #1	Target customer segment #2	Target customer segment #3
Business objectives supported:	Acquiring new customers			
Demographic profile (Firmographic for B2B companies):	Single young professionals, Male and Female, aged 21-35			
Psychographic profile:	Likes to travel			
Geographic profile:	US-based			
Behavioral profile:	Fun loving, outgoing			
Key sources of influence (e.g., what they read, preferred podcasts, communities, and associations with which they resonate):	True crime podcasts, food blogs			

What partners will help you reach each audience?

Once you identify the target customer segment(s), it's essential to determine which partners will help you reach them. Think about existing partnerships to optimize as well as new partnerships to form.

Partner	What target customer audience do they help reach?	Where do they influence the customer journey (awareness, consideration, decision)	What is their potential impact (high/medium/low)
Example partner	Target segment #1	Awareness, Consideration	Medium
Partner #1:			
Partner #2:			
Partner #3:			
Partner #4:			
Partner #5:			

Ready, set — grow!

Now that you understand the company goals your program can support, have identified the target audiences you want to reach, and know which partners can help you reach those audiences, it's time to take action.

Determine which partnership opportunities to prioritize based on their expected impact and keep track of what works well and what isn't.

Want to hone your partnership program even more?
Check out these fantastic resources from [impact.com](https://www.impact.com):

- [Ultimate guide to partnership marketing \(ebook\)](#)
- [Ultimate affiliate program starter kit \(kit\)](#)

