

Partner success framework

Building stronger partnerships through strategic alignment

Recruiting and retaining partners extends beyond the initial sign up. To maximize the benefits of your partnerships, a strategic approach is essential. Can your partners effectively plan and execute a comprehensive, full-funnel marketing campaign? If not, identifying the necessary support to enhance their capabilities is key. It's equally important to align your strategy and messaging with that of your partners, pinpointing any gaps and additional support needs they may have.

By establishing a detailed assessment framework, you gain a clearer understanding of each partner's marketing maturity including strengths and areas for improvement.

Here's how it works...

Step by step



Define assessment objectives

Determine how well the partner's marketing capabilities align with your strategic vision. Establish clear goals to measure alignment and effectiveness.



Develop an assessment framework

Create a consistent framework with targeted questions and a scoring system to ensure meaningful insights are captured effectively.



Gather data

Collect and tabulate responses from partner assessments based on the assessment framework.



Analyse data

Analyse responses to assess marketing maturity and strategic alignment, ensuring data normalization for comparability across partners.



Score and rank partners

Assign scores based on normalized data to accurately rank partners, enabling clear comparisons of their capabilities and alignment.



Provide feedback and recommendations

Address identified gaps by providing tailored feedback and actionable recommendations to each partner.



Develop joint action plans

You'll now be in a place to collaborate with partners to create action plans that address issues, leverage strengths, and initiate new campaigns.



Implement support structures

The support doesn't stop with planning, but continues throughout the campaign, ensuring partners have the resources they need for successful execution.

The insights from the assessment phase enhance service quality and foster closer collaboration, strengthening relationships.

It's all about creating tangible partner value to continue being more strategic, maintain focus, and reach positive mutual outcomes.