

Managing Your Brand Partnerships

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A recent blog by the folks with PowerChord provided the following tips on how to manage your Brand Partnership to your advantage. Keep in mind that the Brand has an incredible reach!

#1. Extend the value of national advertising campaigns.

"Your Brands budget and spend large amounts of marketing dollars to build awareness of their products and prospect new audiences to drive prospects into buyers. They have entire departments dedicated to researching and developing ads to attract their ideal consumers and draw a large following based on their brand. Your businesses directly benefit from these national campaigns because customers engage with the brand and then locate you, their nearest retailer, to purchase the product or service" (Cline).

#2. Connect with your local customers.

"Branded leads are hot leads" (Cline). You may or may not be surprised by the number of leads that are ignored, lost, or followed up on way too late! (55% of companies take more than 5 days to respond to a lead – 12% don't respond at all (Rivera).) Most Buyers spend quite a bit of time researching and Googling their travel plans. By the time they reach you they want answers! If you happen to be the first sales leader to respond to a lead you are 50% more likely to win the business! If you want to really increase your chances, respond in the first minute, and your odds of winning the piece of business increase to 391% (Rivera). The odds can truly be in your favor!

#3. Simplify the customer journey in a world of advertising noise.

"Do you know what happens in 60 seconds online? 60 seconds on the web in 2021 consists of more than 500 hours of content uploaded on YouTube, 695,000 stories shared on Instagram, and nearly 70 million messages sent via WhatsApp and Facebook Messenger" (Cline).

This creates a fairly noisy shopping environment. We need to find a way to turn down the volume so that our guests will comfortably choose us. Making certain that we mirror the Brand's look and feel creates confidence and affirms that the guest's experience will meet the guest's expectations. Keep your website and social media accounts fresh and interesting but make sure they are speaking the Brand's language. Make it simple for your guest to know that they are still shopping the Brand that they prefer.

Cline, K. (n.d.). Leverage your brand partnerships to grow your business. PowerChord. Retrieved May 11, 2022, from <https://www.powerchord.com/blog/leverage-your-brand-partnerships-to-grow-your-business>
Rivera, K. (2022, March 3). Lead response time (+ 12 speed to lead statistics that show why it matters). Chili Piper. Retrieved May 11, 2022, from <https://www.chilipiper.com/resources/blog/speed-to-lead-statistics>