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Partnerships and Networking

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Partnership Marketing

- Product Development
- Strategic Planning
- Business Assistance
- Workshops
- Drive Tourism
- Marketing Leverage Fund/Grant

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Marketing Plan

Networking and Marketing are one avenue of marketing.

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Partnerships

Working with other businesses to increase your bottom line and grow your business

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Strategic Partnerships

Working with like and complimentary businesses to increase your bottom line and grow your business

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Relationships

Working together as partners is just like any relationship. Look for partners that can fill gaps and weaknesses for each other. The Partnership is like any relationship there will need to be compromise.

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Strategic Partnerships



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Strategic Partnerships



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Strategic Partnerships

Examples:

- Other producers
- Tourism offices
- Chambers
- Doggy Day Care/Boarding
- Photographers
- Trucking companies
- Farmer's Markets
- B&B's
- Caterers, Restaurants, Food Trucks

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Networking

Attending meetings and Organizations whose members are interested in a particular topic or product

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Resources

State Agencies-VTC, VCE, VDACS,
Business Assistance(EVA, SWAM)
Groups and Organizations
Social Media

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Exercise

Develop a plan for Partnering and Networking to drop in your marketing plan

- Count off by 5
- Introduce yourself to each other
- Discuss partnering, strategic partnering, and networking opportunities
- Write a plan of how you can all work together; example a coop marketing opportunity, develop a trail to visit, grant opportunity, etc.

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Congratulations!!

YOU JUST COMPLETED the Networking and Strategic Partnering part of a marketing plan!

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