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## 4 Benefits Of Alliance Partnerships

When it comes to growing your start-up or existing business, a very effective strategy is to form alliance partnerships with other companies that service your target market.

Of course, these other companies would, for the most part, not be in direct competition with you.

However, they would be providing services and products to similar avatars or persona's that you are interested in serving. Here are just four benefits of using this marketing strategy to grow your business:

1. You Can Quickly Scale Your Business
2. A Fast Way to Increase Your Reach
3. Reduces Your Marketing Costs
4. Company On Your Journey

### You Can Quickly Scale Your Business

Say you have been in business about two years and at the moment you have roughly 100 clients on your database that have an average spend of \$2000 per annum. If you form an alliance partnership with a larger firm with a similar database profile to yours, that has in fact 300 clients on their database, you have effectively increased the size of your potential client base by a large factor.

You may have negotiated co-opt marketing or sponsored marketing to their database in exchange for skills or contacts you may be able to provide. Our course there has to be mutual benefit involved in these arrangements or else these relationships will not thrive.

It could take a few months to build the relationship and bed down any agreement, but you have potentially scaled your business massively in a very short time indeed.

## A Fast Way To Increase Your Reach

It's not just about increasing the size of your database. Think in terms of the contacts, or the influence that your alliance partnership company can bring to the table. You may find yourself being introduced to other companies that may become partners as well, purely based on introductions from your first alliance partnership.

Your alliance partner could also have marketing, sales and distribution channels that you would not be able to have accessed on your own. Over time, and with building the relationship, these channels may be made available to you.

This would be a reciprocal arrangement, with you providing access to any contacts or channels you may utilise as well.... fair is fair.

## Reduces Your Marketing Costs

Reaching your new potential market could be achieved via a flyer inserted into a mail out or electronic newsletter article that your partner is sending out to its database.

You may run seminars or workshops where you and the alliance partner share the costs and the rewards. You might also share the costs of advertising or sponsorships that you were considering, thereby reducing the overall cost to each party.

Of course, your partner is not going to allow you to spam or harass their database. How you communicate, how often you communicate and what is included in any marketing will have to be reviewed and agreed by both sides.

Integrity and honesty in your dealings with your alliance partner is critical.

## Company On Your Journey

It can be lonely running a business. If you don't have the luxury of a supportive network or mastermind group of business owners that you can bounce ideas off or commiserate with, you can feel isolated.

Forming alliance partnerships with not just one, but up to 3 other companies would open up the possibility of not just business relationships, but friendships. There's nothing like having a supportive friend who understands what you're going through and is just a phone call away.

This, by itself, could be one of the biggest benefits you will experience when forming alliance partnerships.

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**About Brian** - Founder and director of [Profitkoach](#) which specializes in educating & empowering service providers and entrepreneurs to get more clients and build a lifestyle business.