



How to identify prospective strategic brand-to-brand partnerships

Use this worksheet to brainstorm ideas on brands that may be great candidates for your strategic brand-to-brand (SB2B) partnerships.

1. Which target audience segments do you hope to reach through your partnerships?

Think about which demographic, psychographic, behavioral, geographic, or firmographic profiles you would like to reach.*
What partner type (affiliate, influencer, mobile app, strategic brand-to-brand) does this partner represent?

Target audience A:

Audience name (e.g., high-earning young males, new parents, Southern women):

Psychographic profile:

Behavioral profile:

Geographic profile:

Firmographic profile (for B2B companies):

Demographic profile:

(for brand-to-consumer [B2C] companies):

*For background on audience segmentation techniques, see <https://blog.alexandria.com/types-of-market-segmentation/>

1. Which target audience segments do you hope to reach through your partnerships? (Cont.)

Think about which demographic, psychographic, behavioral, geographic, or firmographic profiles you would like to reach.*
What partner type (affiliate, influencer, mobile app, strategic brand-to-brand) does this partner represent?

Target audience B:

Audience name (e.g., high-earning young males, new parents, Southern women):

Psychographic profile:

Behavioral profile:

Geographic profile:

Firmographic profile (for B2B companies):

Demographic profile:

(for brand-to-consumer [B2C] companies):

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1. Which target audience segments do you hope to reach through your partnerships? (Cont.)

Think about which demographic, psychographic, behavioral, geographic, or firmographic profiles you would like to reach.*
What partner type (affiliate, influencer, mobile app, strategic brand-to-brand) does this partner represent?

Target audience C:

Audience name (e.g., high-earning young males, new parents, Southern women):

Psychographic profile:

Behavioral profile:

Geographic profile:

Firmographic profile (for B2B companies):

Demographic profile:

(for brand-to-consumer [B2C] companies):

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2. Identify complementary partnerships.

Which verticals, products, and services complement yours? In other words, what other products and services will customers need to buy before or after they've purchased your product or service? Once you identify those complementary segments, list brands that fit in them.

Vertical/product/service

List of potential brand partners

3. Identify demographic-/firmographic-based partnerships.

Think about your target audiences' demographics. Demographic characteristics may include a target audience's: *age, gender, income, location, family situation, annual income, education level, ethnicity*

For B2B, firmographic characteristics may include a target audience's: *company size, industry, job function*

For each target audience, which other products and services cater to demographics similar to yours? Which brands provide those products and services?

Target audience

Demographic attribute

Related products and services

List of potential brand partners

4. Identify psychographic-based partnerships.

Think about your target audiences' psychographics. Psychographic characteristics may include a target audience's: *personality traits, values, attitudes, interests, lifestyles, psychological influences, subconscious and conscious beliefs, motivations, priorities*

What affinities/interests do they have? What activities do they engage in? What priorities and motivations do they have, and what type of lifestyle do they lead? Which products and services are associated with each characteristic, and which brands can you tap as a result?

Target audience	Psychographic attribute	Related products and services	List of potential brand partners
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

5. Identify behavioral-based audience partnerships.

Consider the consumption habits of your target audiences. Behavioral characteristics may include a target audience's: *purchasing habits, spending habits, user status, brand interactions (not just around your brand and products, but others as well).*

Which other types of products and services do your target audiences tend to consume? Which brands provide those products and services?

Target audience	Products and services	List of potential brand partners
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

6. Identify place-based partnerships.

For each of your target audiences, where do they physically visit or gather? Take a look at your geographical profile. What popular brands exist in geographies that may be places your target audiences frequent?

Target audience	Places they visit	List of potential brand partners
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

7. Identify marketplace partnerships.

Nearly half of U.S. shoppers directly navigate to ecommerce marketplaces* when they buy online. It's no wonder as online marketplaces have become the department stores and big-box retailers where nearly anything can be purchased.

Simple goods may already have reseller or listing relationships with marketplaces. However, complex products and services may be better served through referrals. You can work with marketplaces open to implementing your tracking tags so your partnership program can drive traffic to products on their site.

What types of marketplaces do target audiences shop for your products?

Target audience	Potential marketplace brand partners
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

*For background on ecommerce marketplaces, see <https://letstalkaboutmoney.com/ecommerce-statistics/>

8. Identify “coopetition” partnerships.

What companies do you compete against where a cooperative relationship would make sense? (For example, you may prefer to cooperate with a competitor that focuses on niche local audiences in markets you do not service.) List those competitors below.

Competitor

Why partner rather than compete?

9. Identify life-event and micro-moment partnerships.

Think about life events such as a birth or marriage and micro-moments like buying a car, taking a vacation, or celebrating a birthday. Which life events and micro-moments could your products and services enhance?

**Micro-moment
or life event**

**Product/service that enhances
the micro-moment or life event**

List of potential brand partners

10. Identify device-based partnerships.

Think about your target audiences and the devices and screens they spend time on. Consider the proliferation of the internet of things (IoT) — the growing ways audiences can access digital services, from different screens to voice. Which brands may be associated with these devices and screens?

Target audience

Types of devices/screens

List of potential brand partners

11. Identify specialist partnerships.

Which category experts (professions, hobbyists, etc.) can provide credible recommendations for your products or services?

Type of specialist/category expert

List of potential brand partners

12. Identify community-based partnerships.

Think about life events such as a birth or marriage and micro-moments like buying a car, taking a vacation, or celebrating a birthday. Which life events and micro-moments could your products and services enhance?

**Target audience
/category expert**

**Association, community, or group
membership**

List of potential partners

13. Identify cause-based partnerships.

Which types of nonprofits and purpose-driven companies could benefit from offering your products or services at a special rate?

Nonprofit type

List of potential organizations or companies

14. Identify financing partnerships.

Is your product expensive enough to fall beyond the average person's budget? Which financing options (monthly payments, instant loans, bitcoin payment, etc.) would you consider, and who supplies those enabling technologies?

Financing options

List of potential solutions providers with whom to partner

15. Identify supply chain partnerships.

Do any upstream or downstream players in your supply chain also sell directly to your target audience? Does your brand-to-brand target audience rely on other supply chains to fulfill aspects of their business? There may be an opportunity to partner and increase everyone's share of wallet.

Target audience

Supply chain partner type

List of potential brand partners

16. Identify untapped audience and market partnerships.

What audiences outside of your target audiences would you like to discover and find out if your products or services resonate? Are there markets around the world you want to explore, but don't feel adequately prepared to enter without a partner to show the way?

Untapped audience or market

List of potential brand partners

You did it!

You now have a working list of brands that you can reach out to for your partnership programs. Keep coming back to this worksheet if you think of other brands that could fit into these categories.

Check out the other Impact resources to create and optimize your strategic brand-to-brand partnerships:

- [Crafting your ideal partner profile: A planning guide to strategic brand-to-brand partnerships \(ebook\)](#)
- [Field guide to strategic brand-to-brand partnerships: 16 partnership species for building a revenue-generating habitat \(ebook\)](#)
- [How to accelerate your career in partnerships: Strategies for overcoming objections and increasing your influence \(ebook\)](#)