

# HOW TO TARGET BUSINESS GROWTH WITH STRATEGIC PARTNERSHIP AGREEMENTS





# FIRST LET'S UNDERSTAND WHAT IS A STRATEGIC PARTNERSHIP?

**A STRATEGIC PARTNERSHIP  
IS AN ARRANGEMENT  
BETWEEN 2 COMPANIES  
THAT HELP EACH OTHER  
TO ACHIEVE THEIR  
TARGETED GOALS**

**FOR EG. AN AGREEMENT BETWEEN  
A DIGITAL MARKETING AGENCY AND  
A GRAPHIC DESIGNER.**

# LET'S HAVE A LOOK AT 2 STRATEGIC PARTNERSHIPS THAT'LL HELP YOU IN BUSINESS



# 1. STRATEGIC INTEGRATION PARTNERSHIPS

**IT WORKS COMMONLY IN THE DIGITAL FIELD,  
BETWEEN DIFFERENT APPLICATIONS WORKING  
TOGETHER OR BETWEEN TWO SOFTWARE  
DEVELOPERS.**

**IT CAN ALSO BE AN AGREEMENT BETWEEN  
A HARDWARE AND A SOFTWARE COMPANY**

**FOR EXAMPLE: UBER & SPOTIFY  
"SOUND TRACK FOR RIDE"**

TO KNOW MORE, CHECK MY PREVIOUS POST





## 2. STRATEGIC MARKETING PARTNERSHIPS

**IT'S REALLY GREAT FOR SMALL BUSINESSES**

**FOR EXAMPLE:**

YOUR COMPANY ONLY PROVIDES CONTENT WRITING SERVICES & INCASE YOU GET A GRAPHIC DESIGN JOB AS WELL,...

**TO CONTINUE SWIPE LEFT**



RATHER THAN LETTING THEM GO YOU CAN  
PARTNER WITH AN AGENCY WHO DOES GRAPHIC DESIGNING  
AND OUT-SOURCE YOUR GRAPHIC DESIGN PART TO THEM  
AND BILL CLIENT FROM YOUR END.



**FOR YOUR BUSINESS,  
WHAT KIND OF  
PARTNERSHIP WOULD  
YOU BE INTERESTED IN?**

SHARE YOUR THOUGHTS IN THE COMMENTS

