



PARTNERS

Fresh Relevance partner marketing guide

Close partnerships, powered by best-of-breed technology

Co-marketing activities

We can collaborate on a variety of different co-marketing activities, including:



Case studies



Webinars



Events



Blog posts



eBooks



and more

Key partner activities

Partner eBooks

Quarterly eBooks with a selection of partners around eCommerce & digital marketing topics.

- Co-created, gated eBook
- Joint promotion via email and social media
- Lead sharing if sign-up target is met (average number of downloads = 200+)
- Opportunity to take part in accompanying webinar (250+ sign-ups)

Past topics include:

- Customer loyalty and brand switching
- Optimizing the eCommerce customer experience
- Ecommerce marketing trend predictions
- Driving customer loyalty in travel

Partner Webinars

Regular webinars discussing eCommerce & digital marketing trends and joint case studies.

- Co-created presentation or panel discussion
- Joint promotion via email and social media
- Lead sharing if sign-up target is met (average number of sign-ups = 150+)

Partner Case Studies

Case study with a joint client discussing the successful collaboration.

- Co-created success story
- Joint promotion via email and social media
- Opportunity to take part in accompanying webinar

Partner Blogs & Social Media

Brand awareness opportunities on our blog & social media channels.

- Partnership announcement on LinkedIn & co.
- Monthly Partner Spotlight blog interview introducing one selected partner
- Monthly blog swaps

Fresh Ideas Live

FIL is a quarterly afternoon event of networking and discussion with 60+ eCommerce & digital marketing leaders.

- Sponsorship includes speaking slot, panel seat and networking drinks at an iconic venue (e.g. The Shard)
- Joint promotion & lead sharing if sign-up target is met
- Please see FIL sponsorship prospectus for detailed information

Fresh Relevance Summit

An annual full-day event for 100+ senior eCommerce & digital marketing professionals

- Sponsorship includes speaking slot, roundtable hosting & networking drinks
- Lead sharing
- Please see Summit sponsorship prospectus for detailed information

Webinar guidelines

Planning

We will arrange a kick off call with both Partner Managers and Marketing Managers to decide date, theme, format and promotional plan.

4-6 weeks before the webinar

Execution

Fresh Relevance will create a joint Google Document summarising the notes from the kick off call, including target numbers, budget, speakers, etc.

4 weeks before

Fresh Relevance team will then build the landing page and create co-branded social assets as well as a co-branded deck for the speakers to ensure that the webinar is cohesive.

4 weeks before

Fresh Relevance will provide weekly updates on registration numbers and any and both partners will keep each other informed on marketing promotions that have happened that week.

Weekly

All speakers will join a rehearsal before the webinar to familiarise themselves with the platform and running order of the day.

3 days before

All speakers must join at least 15 minutes before the start of the webinar for a short briefing session to check that all presentations are set up correctly.

On the day

Follow up

The Livestorm webinar platform will send an automated email to attendees and non-attendees with a short message and the recording included. The data will be exported immediately after the webinar has finished and sent to each partner in a password encrypted spreadsheet.

Partner eBook guidelines

Planning

Your Partner Manager and the Content Marketing Manager will share details of a proposed topic for your chapter, along with the content specifications (such as word count and lead sharing target if applicable).

Execution

The Content Marketing Manager will share the eBook once ready, along with promotional material and a unique tracking URL.

Follow up

If lead sharing and the lead sharing target is achieved, the Content Marketing Manager will share the download leads on the agreed date in a password encrypted spreadsheet.

Other content guidelines

Planning

Join a kick-off call with Content Marketing Manager to decide which type of content to collaborate on, theme and timelines.

Blog Swap Guidelines

We provide guest bloggers with a brief for their **guest post**, including:

- Proposed blog post title
- Stage of user journey the post will be aimed at
- Objective of article
- Relevant keywords
- Ideal blog post length (1000 - 1100 words)

[See full guest blog guidelines](#)

We are happy to suggest a topic and title for any guest posts we write for partner blogs, unless the partner has a specific topic and title in mind.

Promotional activity: Both partners will be expected to promote the guest blog on their social media channels to ensure maximum exposure.

Contacts



Elisa Tastieri

Event Marketing Manager

elisa.tastieri@freshrelevance.com



Camilla Bass

Senior Content Marketing Manager

camilla.bass@freshrelevance.com

**“Alone we can do so little,
together we can do so much.”**

— Helen Keller, Author