



PARTNERS

Fresh Relevance partner marketing guide

Close partnerships, powered by best-of-breed technology

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.



Contacts

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Laura Thwaites, Event Manager — laura.thwaites@freshrelevance.com

Content guidelines

Planning

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

Ideas for content collaboration:

- Blog swap
- Joint case study
- Joint eBook

We're always open to new ideas and are happy to discuss options not included in this list.

Ideas

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 - 1,100 words)

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

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

— Helen Keller, Author