

# Co-Marketing opportunities for partners



**Partner  
Perspective**  
Series

The Partner Perspective series is designed to give partners exposure and visibility across our base of advertisers and agencies. The series is a combination of a Q&A that is featured on our blog, as well as a webinar organized by Partnerize but hosted by you! The webinar gives you the opportunity to present information about your business model, opportunities for optimization, media kits, and more to your target audience.

## Partnerize supports your preparation all the way! Our support includes:

- Working with partners to determine the best day and time to present the webinar.
- Sending a series of invitation emails to our clients and agencies to drive webinar attendance.
- Deploying emails and a blog leading up to webinar to drive sign ups.
- Distributing links to partners to complete both the Partner Perspective Q&A and webinar registration necessary for both the setup of the blog post and webinar.
- Reviewing the Q&A and the webinar presentation to ensure partners highlight their business the best they can as well as provide an extra set of editing eyes.
- Setting up the webinar, leading the introductions, then handing over the controls to the partner to begin presentation.
- Sending thank you emails and webinar recording link to registrants and attendees as well as providing the publisher with the final attendee list.

## Partners should do the following in order to maximize their participation:

- Complete the sign up process by registering for the webinar and completing the Q&A.
- Promote the webinar sign up link provided by Partnerize to drive higher webinar attendance. This can be easily done by simply adding the link to your email signature.

Ready to get started? Please contact [marketing@partnerize.com](mailto:marketing@partnerize.com) and a representative will get in touch with you. You can also get a head start by completing the follow two forms:

Webinar Registration

Partner Perspective Q&A



The Partner Exchange series is a brief video interview that is conducted between a member of the Partnerize Partnerships team and a partner. Generally, the interview covers a particular topic area with the intent to drive education and showcase your thought leadership and point of view. Videos are typically less than 10 minutes and featured on our social channels, giving you and your brand the opportunity to reach our audience of followers and drive awareness.

If this sounds like a fit for you, please email us at [marketing@partnerize.com](mailto:marketing@partnerize.com) and we will be in touch to schedule your interview!