

Partnership marketing

A partnership marketing is a collaboration between two or more related small businesses to create a mutually beneficial marketing campaign. Many small businesses struggle with their marketing efforts, as they simply don't have the time, money, or resources to dedicate to the marketing they need to grow. Instead of doing a lone individual marketing effort, working alongside another business on a specific campaign can be a cost-effective way for small businesses to develop brand awareness, and customer acquisition and grow the business.