



Fireside Chat | **[Collaborative Marketing]** Unlocking Growth Through Strategic Partnerships



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What are the most critical factors for ensuring the success and longevity of a strategic partnership?

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Question 1

To start, how does your organisation define a “strategic partnership” in marketing, and what makes it truly effective in driving growth?



Q&A

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Question 2

How do you maintain brand identity and messaging consistency when co-marketing with other organisations?



Q&A

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Question 3

What are the main challenges / pain-points that you have experienced in building or maintaining partnership – how you overcame those? (related to tech, or in general)



Q&A

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Question 4

As market (consumer behaviour and technology) evolve how do you see the future of partnerships in your industry?



Q&A

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Question 5

How do you measure the success of a strategic partnership beyond traditional marketing metrics? What are the qualitative and quantitative indicators that truly matter?



Q&A