THE MARTECH SUMMIT | LONDON

B2B MARKETING

Integrated Marketing Partnerships

Driving B2B Growth Through Strategic Partnerships



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Philips | Pregnancy+

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What’s the biggest barrier to turning strategic marketing partnerships into measurable business growth?

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Q&A

Question 1

What makes a partnership strategic, not just a logo swap?

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Q&A

Question 2

How do you keep a strategic partnership aligned once it’s live?

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Q&A

Question 3

How is MarTech helping us drive growth from partnerships?

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