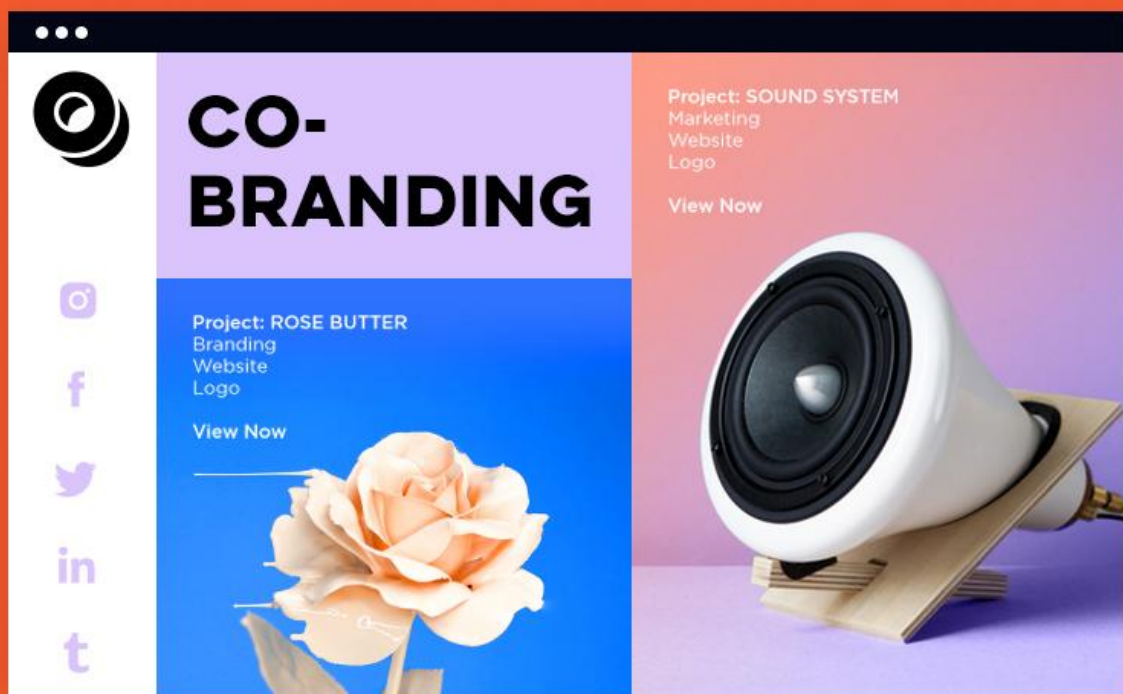


2021

# Six Reasons Why Co-Branding Is a Great Growth Strategy

The more that I work on co-branding partnerships, the more I believe that they are a no-brainer for the parties involved. It's such an effective way to broaden your product offering and expand your customer base. Here are six ways that you can leverage co-branding to be a powerful engine for business growth.



1.

***Deliver a Stronger Offering with Complementary Brand Attributes***

It's not easy for brands to take ownership of new attributes, and the more established a brand is, the harder it becomes. You may have spent significant time and money to create a situation where a consumer associates certain benefits with your brand name. Adding more is challenging and requires significant resources.

Co-branding with a partner who already owns the attributes you want delivers a halo effect. By simple association, you'll be able to gradually take ownership of new benefits. And, if it's a true partnership, this will work both ways, making it a net gain for both sides.

2.

***Scale Your Marketing Spend***

It costs serious money to communicate a new product launch or line extension. Depending on your co-branding agreement, it's possible that both partners will be able to contribute to the costs of a marketing campaign.

Even if the agreement doesn't provide for shared marketing costs, there's still something to gain. By co-branding with a partner who is investing in promoting their own brand, you will benefit from their external campaigns by association.



3.

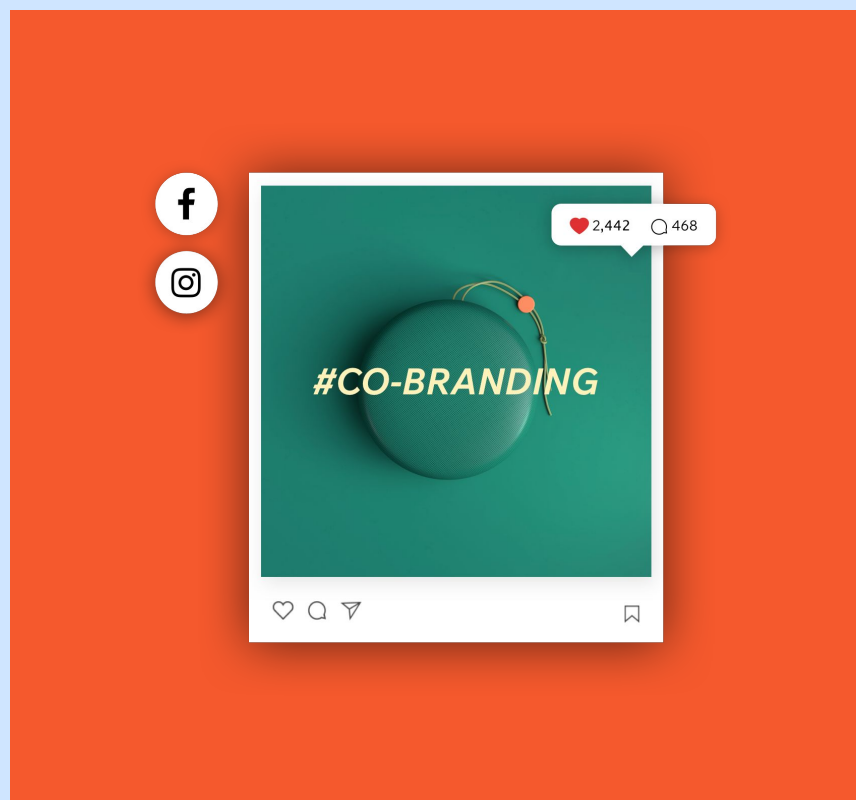
### ***Pool Your Resources***

Done right, co-branding can lead to huge savings in time and cost by pooling the resources of both partners. Perhaps instead of creating a marketing campaign from scratch, you may be able to adapt existing materials. The expertise of one company (for example, the best techniques for selling a certain product) can be quickly transferred to another.

4.

### ***Rapidly Expand Your Potential Customer Base***

It's stating the obvious, but a fundamental part of growing any business is working to reach more customers, either through communication or distribution. A co-branding partnership can potentially get your brand name and messaging out to a huge new audience via your partner's CRM capabilities, or help place your product in new markets that already exist in their distribution network.



## 5. ***Boost Trust in Your Brand***

Without trust, a brand is nothing. There's no chance that people will spend their hard earned money on a product or service that they don't believe will deliver on its promise. However, the unfortunate truth is that many businesses have let down their customers over the years, which means that people are increasingly sceptical of marketing promises. Trust has to be earned, and this takes time.

Here's where co-branding comes in. If a company has successfully built trust with its customers, they are likely to extend that trust to its branding partner.

## 6. ***Share Risk***

All the above ties into my final point. Any new project or initiative comes with a certain level of risk. From sharing costs to delivering a faster go-to-market; from building trust with customers to benefiting from a partner's brand attributes—co-branding reduces uncertainty, limits financial exposure and has a higher chance of success than going it alone.

At Wix Channels, we create co-branding opportunities for our partners to offer their customers professional business websites. Our extensive research and continuous innovation delivers a complete solution to establish and grow a business online.

[Get in touch](#) to learn more about how we could work together in a partnership where everyone's a winner.