# BUILDING PARTNERSHIPS THROUGH SOCIAL MEDIA

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## USING #hvcbmaui

Postings and connecting with fellow HVCB members

## HOW TO CREATE PARTNERSHIPS

Finding partners, making introductions, coming together

## PARTNERSHIPS IN ACTION

Ideas for how to put partnerships into action

*Let's kick this event off with a bang!*

1. Snap a photo or short video
2. Post it to Instagram using **#hvcbmaui**
3. Search for **#hvcbmaui** on Instagram
4. Like and comment on posts by others
5. Look at the profiles and consider following.

"Co-branding is a strategic **partnership** between two businesses wherein the success of one brand brings success to its partner brand, too."

# 1. Find Partners

- Leverage memberships
- Search by hashtag
- Look through notifications
- Ask your customers
- Use Facebook groups
- Do a Google Search

# 2. First Impressions

- Follow them on social
- Leave comments on posts
- Send a personalized DM
- Have a pitch in mind
- Follow up after 1 week

# 3. Propose a Partnership

"Loved that Insta story. Looks like you ___. I'd love to share one of your photos with our audience. We'll give you credit in the caption and tag you in post. What do you think?"

# 3. Propose a Partnership

"Aloha, your post about ___ was awesome. The photo caught my attention right away. We do ___ and I'd love to talk with you about a partnership. Our customers would probably love if we ___[insert rough pitch idea]. What do you think?"

# 3. Propose a Partnership

- Make it about them
- Get personal
- Introduce your business
- Tease the idea
- End with a question

- ★ Commenting pods
- ★ Instagram takeovers
- ★ Resharing to stories
- ★ Contests/giveaways
- ★ Creative packages
- ★ Coupons for customers
- ★ Email features
- ★ Blog/guest blog features
- ★ Co-host an event (live or virtual)
- ★ Shout outs in groups

Finding Potential Partners:

1. Find potential partners
2. Make the right first impression
3. Propose a partnership
4. Follow up
5. Get the terms in writing