



Journeyx Partner Co-Marketing Ideas

Your Success is Our Success.



Journeyx is invested in your success. To that end, we've put together this list of potential co-marketing ideas to get the creative juices flowing. Let's put our marketing minds together to come up with a plan for the win/win!

Journeyx + You = Greatness

Start with the customer in mind. Who are they? What would be valuable for us to answer for them? Marketing tactics can be wrapped around how we—together—can answer that question.

How can your 'secret sauce' combined with time tracking help your customers? Is there a joint customer who could be "the hero" in our story? What was their problem and how did we solve it? Can/will they speak out publicly? (if so, that's gold!)

- **Events**
 - Webinars
 - Industry/customer events - exhibiting, speaking
 - Training - your team, customers
 - Roundtables
 - Award submissions
 - **Collateral**
 - Brochures
 - Case studies
 - White Papers
 - Technical/process documentation
 - **Joint Account Outreach**
 - **Research** - is there some original research we could go in on that the market would find interesting?
 - **Blogs/articles**
 - Co-written articles for publications
 - Guest writers on each others' blogs
- ...others?