

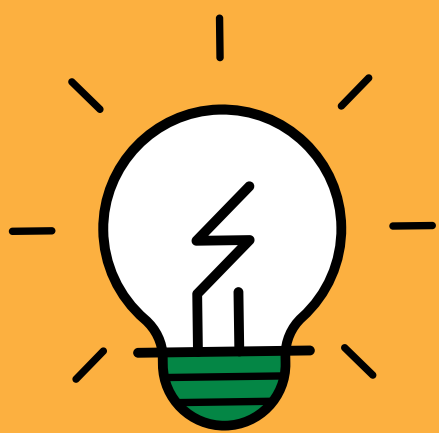
COMPLEMENTARY BRANDING STRATEGIES

FOR ORGANIC SMALL BUSINESS GROWTH

Tips to develop, nurture, & leverage complementary brands.

EXTEND A HAND

After you've identified brands that complement your product or service, it's time to build a relationship. Share & engage with their content online, tag them in relatable content, stop into their store & introduce yourself, invite them out for a coffee. Build upon this until you've grown a truly authentic relationship.

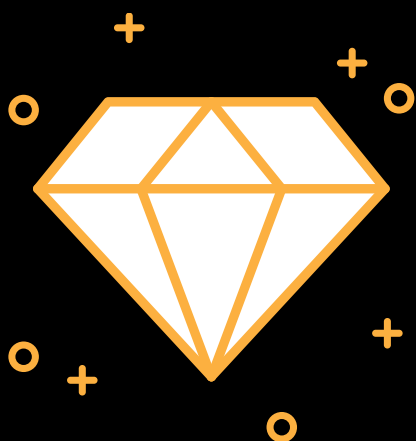


STRATEGIZE SYMBIOSIS

Developed a solid relationship? Great! Now it's time to find creative ways to work together for mutual benefit. Think things like packaging your products together, collaborating on a new product, co-sponsoring a cause, holding co-sponsored events, etc.

PITCH IT!

Next it's time to pitch your idea! Don't be afraid, but DO be prepared. Ensure your idea is mutually beneficial and provides equal opportunity to win. List out all the ways your brands complement one another and how the strategy will benefit their brand. If you think it will help, offer some additional ad spend or labor support for the promotion of the branding strategy.



EXECUTE & GROW

Play your cards right and you'll find your brand massively benefiting from the additional engagement, awareness, and consideration, as well as the boost to your brand equity thanks to your association with your complementary brand. Shine bright, baby. You did it!

"THE WHOLE IS GREATER THAN THE SUM OF ITS PARTS."

-ARISTOTLE

Read more at grovebrands.com.

