

# Developing partnerships with responsible companies in the e-market

## 1) Training session structure and timing

<b>Ice-breaking</b>	Slides 1-3
<b>Training contents</b>	Slide 4
Types of market models	Slides 5-10
The concept of “responsible companies”	Slides 11-14
Co-marketing	Slides 14-25
Co-branding	Slides 26-27
Questions	Slide 28
Examples of co-marketing	Slides 29-32
Possible risks of co-marketing	Slides 33-34

## 2) Slides structure

### Slide 1

Title of the presentation.

### Slide 2

Ice-breaking (participants’ brief presentation).

### Slide 3

Setting the expectations. Using Mentimeter as instant pooling tool, participants will be asked to use their smartphone to answer to some easy questions as:

- What are your expectations regarding this training session?
- How would you evaluate your knowledge regarding the topic in matter? (high, average, low).

### Slide 4

Training contents.

**Slide 5**

Main types of market/commerce models. Before starting to investigate the selected topic, some preliminary slides will be presented with the aim to point out the major existing models of market regarding both the business/customer relationship (B2B. B2C) and the size of the business itself (retail and wholesale).

**Slide 6**

Retail market definition.

**Slide 7**

Wholesale market definition.

**Slide 8**

Further existing market models' definition, with a particular attention to the digital-based and most innovative ones.

**Slide 9**

E-market definition. This slide will introduce the specific topic selected for this training session. E-market will be presented including a synthetic definition, as well as a brief remark concerning the differences between e-business and e-commerce, sometimes leading to ambiguous interpretations.

**Slide 10**

Slide 10 will point out the broad possible interpretations behind the concept of e-market, including several dimensions like e-business, e-commerce...

**Slide 11**

Slide 11 will introduce another key-concept of the selected topic: the idea of corporate responsibility, here meaning a wide range of concepts generally labelled as "CSR". The trainer will be expected to present this concept under its multi-faceted meanings, ranging from social to environmental and business sustainability.

**Slide 12**

Slide 12 will consist in a brief video highlighting 3 reasons underpinning the CSR benefits for every business, and in particular for companies operating in the e-market.

**Slide 13**

Slide 13 will explain why CSR is a crucial challenge for enterprises operating in the e-market, focusing also on the criticalities which usually affect the implementation of CSR principles in a virtual market, where the supply chain is not so easy to be monitored as in traditional business sectors.

**Slide 14**

Slide 14 will provide a check-list for implementing a proper and effective CSR strategy for a company operating in the e-market.

**Slide 15**

Slide 15 will introduce the topic of opportunities provided by building trustful partnerships with other responsible companies in the e-market, namely in the shape of co-marketing and co-branding agreements.

**Slide 16**

Slide 16 will be focused on co-marketing as winning strategy for making one's business more profitable and sustainable. This slide will explain why co-marketing can be beneficial, how it can be structured and what results can allow to achieve in terms of business, but also awareness and sustainability.

**Slide 17**

Slide 17 explains how co-marketing can really work between two or more companies, both as regards products or services to be delivered. A particular attention will be also paid to the pre-conditions which must be satisfied before launching a co-marketing strategy.

**Slide 18**

Slide 18 will help to understand how to find out the right co-marketing partner(s) in the e-market. A brief check-list will be provided with some questions useful to this aim.

**Slide 19**

Slide 19 will be focused on how to effectively structure a co-marketing agreement (contents, points of attention, timeline, due diligence, metrics for the evaluation of results).

**Slide 20**

Slide 20 will present the SWOT analysis as useful tool for starting the due-diligence before signing a co-marketing agreement.

**Slide 21**

Slide 21 will introduce a selection of tools that can be used to successfully compete in the e-market.

**Slide 22**

Slide 22 will set out how to build a co-marketing partnership, while promoting contents/products/services adopting a multi-channel approach.

**Slide 23**

Slide 23 will point out how and what to measure as final results of the adopted co-marketing strategy (i.e. lead-to-customer conversion rate, quality rating within automation tool and CRM....).

**Slide 24**

CRM pic.

**Slide 25**

Slide 25 will explain what is co-branding, sometimes confused with co-marketing, focusing on co-branding partnerships as further possible strategy for building profitable synergies in the e-market.

**Slide 26**

Slide 26 will introduce a brief video illustrating the main advantages of co-branding in the e-market.

**Slide 27**

Questions.

**Slide 28**

Slide 28 will present what kind of companies can benefit from co-marketing, pointing out in particular the potential advantages for large corporations and SMEs.

**Slide 29**

Slide 29 will present Uber-Spotify as example of co-marketing.

**Slide 30**

Slide 30 will present Airbnb-Flipboard as example of co-marketing.

**Slide 31**

Slide 31 will present HubSpot-Chatfuel as example of co-marketing.

**Slide 32**

Slide 32 will present Apple-Master Card as example of co-marketing.

**Slide 33**

Slide 33 will introduce some possible risks and disadvantages stemming from a co-marketing strategy, with particular regard to the smaller companies.

**Slide 34**

Slide 34 will underline the possible risk of “confusion” which could sometimes rise from a co-marketing strategy, especially when to be involved are SMEs.

**Slide 35**

End of the presentation.

### **3) Learning Objectives**

After the contents delivery and the interaction with the facilitator, participants will be able to:

- Identify the major types of existing markets.
- Identify the distinguishing features of the e-market.
- Understand the rationale behind the concept of “responsible companies”, with a particular emphasis on those ones working in the e-market.
- Understand the concept of co-marketing for developing partnerships in the e-market, properly distinguishing between co-marketing and co-branding.
- Recognize some best practices of co-marketing, involving large and notorious brands.
- Reflect upon possible risks and disadvantages of co-marketing.

The online setting, resulting from the challenges set by the Covid 19 global pandemic, will represent a fruitful occasion for undergoing a new and stimulating way of interaction which is probably bound to become more and more frequent in business contexts – and not only. Moreover, participants will be invited to reflect upon how the Covid 19 pandemic could affect and conditionate the selected business idea.

## 4) Pedagogy

In accordance with the rising priorities set by the outbreak of the Covid 19 pandemic, slides have been conceived to be delivered online, exploiting an interactive approach which encompasses the recourse to ICT resources, namely videos and instant pooling tools for setting the expectations and ensuring the highest possible degree of participation. A specific question time moment has been integrated to allow trainees to pose specific questions regarding the presented contents.

A review of best practices has been also included to entrench the theory in specific and concrete case studies of notorious brands, useful to better understand how co-marketing can work and generate benefits for responsible companies operating in the e-market.

## 5) Assignment Questions

The following questions will be useful to stimulate the trainees' involvement in the training session:

- What are the main features distinguishing the existing market types?
- What are the main opportunities rising from the so-called new markets, with a particular emphasis on the e-market sector?
- How would you define the concept of e-market and what are the predictable advantages rising from the worldwide spread of it?
- What are the main examples of e-market that you know?
- How can CSR become an opportunity for companies operating in the e-market?
- What are the most significant traits of the so-called CSR?
- How can CSR specifically impact the e-market sector?
- What are the main criticalities tackling the e-market companies while embedding CSR principles?
- What are the steps making the CSR process effective and productive?
- How can the Covid-19 pandemic conditionate the CSR strategies?
- What are the aims and features of a co-marketing strategy?
- How can it be developed in the e-market?
- What are the main steps that can be undertaken to ensure a full alignment between co-marketing partners?
- Who is the right co-marketing partner and what are its distinguishing traits?
- What are the conditions to pay attention to before signing a co-marketing agreement?
- What are the main tools (digital, but not only) for building an effective co-marketing strategy?
- Could you identify some KPIs for measuring the success of a co-marketing strategy?
- What distinguishes co-marketing from co-branding?
- Is co-marketing more effective for larger, smaller companies, or for both of them?
- How would you define the risks regarding "competition" and "confusion" when dealing with co-marketing?

## 6) Materials

In order to fully engage all the participants in each of the training phases, the trainer will rely upon the slides set that will be presented while ensuring a proper level of online interaction with all the trainees, who will be continuously stimulated by questions and challenges to be carried on jointly. To this aim, we have foreseen a brief “ice-breaking” moment to set the expectations, suggesting the use of instant polling tool “Mentimeter” which can be logged in directly from participants’ smartphone.

In such a way it will be possible not only to collect feedbacks from the trainees, but also to provide new suggestions and instruments for the online delivery, fostering and promoting the reception of provided information and theories.

Case studies will be supported by eventually sharing online literature, highlighting the selected events and dynamics.