

Spark Impact in Just One Hour

Value-Building Experiences
by SimpleTruths.com

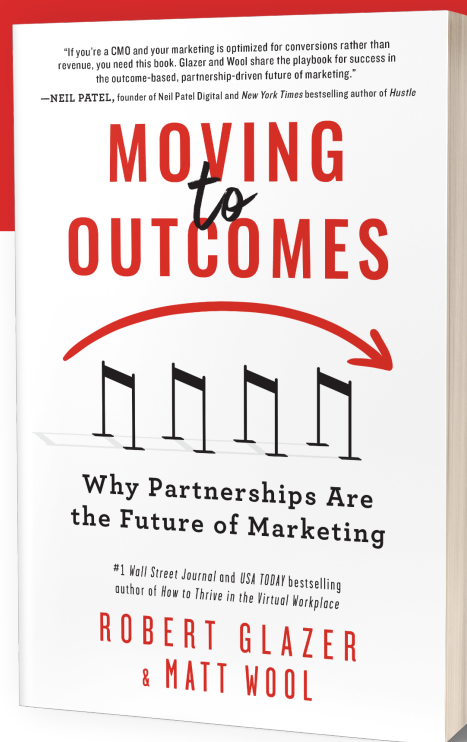
A Guide for Partnership Marketing:

Moving to Outcomes

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Includes printable worksheet for meeting participants

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BOOK DISCUSSION QUESTIONS

Chapter One: The Case for Partnerships

- What experiences have you had with advertising through channels such as paid search and paid social media?
- What is a form of marketing your business/workplace does that can be paid on an outcomes-basis?

Chapter Two: What Has Changed

- What was the first major purchase you made from a direct-to-consumer brand, such as Casper, Dollar Shave Club, Carvana or otherwise?
- When you review product reviews from publishers, what do you look for to know you can trust the recommendations?

Chapter Three: Step Right Up—The World's Biggest Auction

- Have you ever irrationally purchased something that, in retrospect, you realize you overpaid for? How do you feel about that purchase now?

Chapter Four: Facing The Colossus

- What is a creative strategy a brand can use to outmaneuver Amazon in the retail space?

Chapter Five: The Privacy Problem

- When was the first time you felt your privacy was violated by an online platform—such as an ad that felt uncanny and made you think you were being tracked?
- What is the balance you want to strike between leveraging the full power of the internet and maintaining your personal privacy/anonymity?

Chapter Six: The New Partnership Marketing

- What technological development of today do you think will be used in a completely different—and more useful—way in the future?
- What is a marketing channel that your company/workplace uses that can be used in an automated, partnership-driven framework?

Chapter Seven: Building Marketplaces of Marketing

- What are some important things brands can do to ensure they have mutually beneficial, trusting partnerships with their marketing partners?

Chapter Eight: Moving Your Programs to Outcomes—Who Are the Players

- Which of the partner types referenced in this chapter do you have the most experience with—either as a buyer, or as a marketer? What outcomes did you get from that experience?

Chapter Nine: Fill in the Blank with Partnership Marketing

- What do you think a successful, outcome-based Super Bowl advertisement looks like?
- How long do you think it will be before this approach is attempted, and could it become the dominant format?

Chapter Ten: Getting Company Buy-In

- Think of a situation where you had to convince several stakeholders in your organization to try a new idea or initiative. How did you approach that, and what results did you get?

Chapter Eleven: The Talent You Need

- Can you think of a time where you switched jobs into a field where you had little experience? What expertise carried over for you, and how did you learn on the job?
- What constitutes a career path with high advancement potential for you?

Conclusion: The Final Case for Valuing Outcomes

- Where in your own work/business are you seeing rising costs each year, without a growth in ROI? What alternatives do you have to that area of business?

Marketers today have a choice:
Continue with the same tactics that are no longer
profitable or invest in the marketing channels of
the future. What will you choose?

Contact us to learn more or tell us about how this Discussion Guide sparked impact for you and your team!

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