



By creating content with your brand partner, you're reaching new audiences, promoting complementary expertise, and splitting workloads and resources to get more bang for your buck, among many more benefits.

Here's a helpful tip sheet on the what, where, why, and how of B2B collaborative content.

Why	What	Benefit	Example	Tips
Combine resources/complementary skills sets	Guest blogging	Boosts SEO on both brand partners' websites	Healthcare provider and health data platform thought leaders can publish blogs on each other's websites	Understand your brand partner's audience as well as your
Multiply prospective audiences	Video collaborations (Q&As, interviews, tutorials, roundtables)	Achieves brand objectives, reaches audience on their preferred platforms	Smart home tech company can do interviews with eldercare facility exec on how the tech helps the latter grow her business	Pick the most effective content format and channels - Does your audience prefer visual content, or would they rather read facts and figures?
Enhance thought leadership, trust, and credibility	Infographics	Provides information (e.g., statistics) in a format that audiences enjoy	Cell phone manufacturer and cellular security provider can create infographic on top network vulnerabilities in 2022	Select truly relevant topics
Learn new ways/approaches to promote your technology	Whitepapers or ebooks	Establishes thought leadership and provides gated content offers which adds even more value	EV charging platform and electric car maker can co-author a white paper on emobility	Give equal importance to and effectively manage the collaborative content <i>process</i> as well as the content itself
Combine and optimize marketing budgets	Podcasts	Provides thoughtful valuable content in a cost-effective, portable, and on-demand way	Ag intel platform provider can interview F&B executive on the importance of turning data to actionable insights	Don't forget to use analytics and measure the success of your collaboration efforts