



THE POWER OF PARTNERSHIPS & CROSS PROMOTING



POWER OF LOCAL PARTNERSHIPS

Mindset Shift from ME to WE

Mindset is particularly important for entrepreneurs because you are often working alone and charting new paths, so how you think about things is one of the main drivers of your business.

A few mindset techniques that will help not only your business grow, but will help build a strong local economy and support our community.

1 Create value. Instead of thinking about your business in terms of profits and losses, think about how much value you are creating for your customers. This shifts your mindset from one of lack ("I need more money") to one of abundance ("I am here to offer more value"). The more value you create for your customers, the more they will keep coming back.

2

Lead with purpose. When you are leading your business towards an authentic mission that you care about deeply, it will come through in everything you do, and your customers will notice.

"The best advice I can give for other businesses looking to create partnerships is to meet each other where you are and rise together to create a special working relationship. Keep it personal. Keep it unique. Lift one another up on social media and you'll grow together, too. No one has your back quite like the businesses in your own town."
-Laurie Kruczek, small business owner

BUSINESS CONNECTIONS

Networking with other local business owners has been a great way to tap into the abundance of our local market. It's also been a way to learn from more established business owners and lean on each other for guidance.

EVENTS

Events have helped us build the trust and support in our community. Our goal is to promote sustainability and local economic growth

360-829-0975
BUCKLEYCHAMBEROFCOMMERCE
@GMAIL.COM





MARKETING STRATEGIES

CROSS PROMOTIONS

Strategy: depend on the products, the companies involved, and the goals of the cross-promotion campaign.

- Social media campaigns
- Joint advertising investment
- Customer promotions
- Public events
- Cross-promotional displays
- Cultivate connections

References: [Strategies](#)

OPPORTUNITY:

Welcome Cruisers Promo Card



Buckley Downtown Association
 253-709-2105
 EXECUTIVEDIRECTOR@
 BUCKLEYDOWNTOWN.COM

Create Habits that Build Strong Local Economy & Community

- Act local first- Buy goods and services from local businesses.
- Prioritize equity -Facilitate an economy that provides benefits to everyone.
- Accelerate collaboration- Build cooperative infrastructure to create shared work between businesses.
- Shift capital -Keep the money you spend within the community.
- Co-create policy- Engage all local stakeholders when making new decisions.
- Cultivate connections

References: [Habits](#)

Social Media - effectively utilize social media partnerships

- Host a giveaway or contest.
- Create new, unique content.
- Offer discount codes.
- Be mindful of who you partner with.



References: [Social Media](#)

“Collaboration versus competition. The old adage, “a high tide raises all ships,” is true, especially when it comes to small business.
- Amy D’Alessio, small business owner



If a company can transition from simply delivering a product to building a community, it can unlock extraordinary competitive advantages and both create and support a superior business model. -[Bussgang and Bacon, Harvard Business School](#)

