



Welcome to Strategically Speaking

Welcome to *Strategically Speaking*! I'm Sean Atkinson, and I'm excited you've opened this newsletter because this week we're discussing how strategic partnerships can drive business growth. For small businesses, partnerships offer an opportunity to expand your reach, share resources, and create mutually beneficial relationships. Today, we'll look at how Blavity, a media company founded by Morgan DeBaun, leveraged strategic partnerships to grow their business.

Case Study: Blavity

What They're Doing Right

The Strategy

Blavity, a media company focused on Black millennials, has grown into a prominent brand by forging partnerships that align with their mission. Here's how they did it:

1. **Building Partnerships With Like-Minded Brands:** Blavity partnered with organizations and brands that target similar audiences. These

partnerships helped them increase brand awareness and reach while maintaining credibility within their niche.

2. **Expanding Through Events:** Blavity didn't just stick to online content; they branched out into live events such as AfroTech, the largest tech conference for Black professionals. Partnering with tech companies allowed them to tap into new revenue streams and build long-term relationships with sponsors.

Why You Should Care

Strategic partnerships are more than just collaborations; they are opportunities to share resources, cross-promote, and build credibility. For small businesses, forming partnerships can help you scale more quickly, reach new audiences, and access markets that would otherwise be difficult to penetrate alone.

Apply This Strategy to Your Business

Here are some actionable steps to build effective partnerships:

1. Identify Complementary Brands:

- **Ask yourself:** Who serves the same audience as you but offers complementary products or services?
- **Ways to take action:** Research and reach out to businesses that share your target audience and propose mutually beneficial partnerships.

2. Collaborate on Projects:

- **Ask yourself:** What projects or events can you co-create with a partner that will benefit both brands?
- **Ways to take action:** Start with a smaller collaboration, such as a co-hosted event or joint content, and scale the partnership over time.

3. Measure Success:

- **Ask yourself:** How will you measure the impact of your partnership?
- **Ways to take action:** Set clear goals, such as increased customer acquisition or joint revenue growth, and track the results of your collaboration.

Questions to Consider:

- **Are there potential partners who already have the audience you want to reach?**
 - Ways to take action: Approach brands with similar values or complementary offerings to collaborate.
- **What resources can you share to strengthen a partnership?**
 - Ways to take action: Identify areas where both businesses can contribute, whether it's content, services, or marketing efforts.

Get Strategy And Implementation Support For Your Business

Through Majority Media, I partner with new and existing businesses to drive the results you dream of. I start with an evaluation of where you're at now and end with a customized strategy based on where you want to be — your goals, your budget, and your timeline.

If you'd like to talk more about these strategies or explore how I can help you gain the clarity you need to take action with confidence, check out the options below:

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