

Email List Partnership Collaboration Checklist

Print off this checklist and tick off each step as you go through the ['Partner Power: Practical Steps to Build Your Business Email List Together'](#) guide on our Talk About Digital Podcast website.

Identify the Right Partners

- Define what makes a good partner (shared audience, complementary offerings, aligned values)
- Identify potential partners (local businesses, industry associations, social media, collaborative platforms)
- Research potential partners thoroughly
- Craft an initial outreach email using the provided template
- Send follow-up emails if necessary
- Schedule a meeting or call to discuss potential collaboration

Create a Win-Win Collaboration Plan

- Define mutual benefits for both parties
- Craft an offer that appeals to both sides
- Set clear goals for the partnership
- Establish a timeline for the partnership activities
- Agree on success metrics to track

- Assign roles and responsibilities for each partner
- Set expectations for the quality of work and communication
- Formalise the agreement in writing

Design Joint Email Campaigns

- Align your messaging for a co-branded email strategy
- Highlight the partnership in all communications
- Focus on providing value to both audiences
- Create a clear and compelling call-to-action
- Design a co-branded landing page for sign-ups
- Keep the sign-up form simple and mobile-friendly
- Create a shared lead magnet that appeals to both audiences
- Promote the lead magnet through emails, social media, and websites
- Track the performance of your lead magnet and landing page

Promote Your Partnership to Grow Your List

- Announce the partnership on social media with a co-branded post
- Update your website to include details of the partnership
- Write and publish a blog post about the collaboration
- Send an email announcement to your current subscribers
- Feature your partner in your email newsletter
- Post social media shout-outs for your partner

- Write a guest blog post for your partner's website
- Create exclusive offers for each other's subscribers
- Plan and host a joint event or webinar
- Follow up with attendees after the event
- Repurpose event content for further promotion

Monitor, Measure, and Optimise

- Track the number of new subscribers gained through the partnership
- Measure the conversion rate from partnership activities
- Monitor engagement metrics (open rates, click-through rates)
- Analyse traffic sources for new subscribers
- Calculate the return on investment (ROI) of the partnership
- Review feedback from partners and new subscribers
- Test different approaches and make necessary adjustments
- Discuss lessons learned with your partner
- Strengthen relationships with successful partners
- Expand your network by seeking new partnerships
- Use successful partnerships as case studies to attract new partners

Keep the Momentum Going

- Maintain regular communication with your partners
- Show appreciation to your partners for their collaboration

- Continue offering value to your partners outside of joint campaigns
- Plan future collaborations with your partners
- Leverage existing success to attract new partners
- Attend networking events to expand your network
- Ask for referrals from your current partners
- Diversify your partnerships to reach new audiences
- Review your achievements with your partners
- Share the success of your partnership publicly
- Reflect on lessons learned and plan improvements
- Celebrate your successes together

Tools and Templates to Help You Get Started

- Customise and send the provided partnership email templates
- Use the collaboration planning steps to ensure all bases are covered
- Implement the recommended tools to help manage your partnership and grow your list

By using this checklist and following the related guide on the TAD website you will understand how to grow your business email list of targeted potential new customers with the help of partnering and collaborating with others.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting



platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.