

Lesson 8

How Collaboration Can Improve Your Social Media Marketing And Gain New Followers

An incredible form of social media marketing is collaboration. Collaborating with another creator can be a mutually beneficial method for content creation and reaching new parts of your audience. This tutorial will briefly guide you through some of the different kinds of collaborations and how they can be an asset to your social media marketing strategy.

Other people in your industry are not necessarily enemies, whilst they may be your competition, building connections and relationships with other brand is essential to longevity and gaining collaborative opportunities.

You do not have to collaborate with your direct competition, but collaborating with similar, like-minded brands can open new opportunities and show your brand to new parts of your audience. In essence, you should collaborate with brands that complement yours.

There are different types of collaborative campaigns; they work differently and will require different levels of effort or investment on your part—so determine which would work better for you.

Partnerships: Partnerships can be longer-term ways to build connections with your industry. They will often require multiple posts over a longer period of time that will aim to build a strong, lasting connection between your audience and your partner.

General collaborations: General collaborations tend to be smaller projects with a shorter-term goal. Often will require generating new content, either for, or with, another brand.

Cross-promotions: Cross-promotions can be as simple as sharing another brand's content in exchange for them sharing yours. Often short-term, will smaller results, they are still a great form of exposure.

Content placements: Placing your content within another kind of content. Whether it be a showcasing of a product or sharing of post. Much like a branded laptop appearing in a movie, it can be a less obvious form of collaboration.

Sponsorships: Usually paired with an #ad, gaining sponsorships is a great revenue stream for you and a way to show your brand's success. Afterall, if other brands are willing to pay you to promote their products, you must have a level of success. Beware of overwhelming your audience and doing too many.

You can reach out to them to discuss possible collaborative opportunities. You could explain

what you hope to gain from collaborating with them (traffic, engagement, audience growth) and what they will gain from you. Coordinate and set expectations for creations and timelines. It is essential that you have open, honest, and clear communication—if it goes poorly, you do not want to be blamed or have to stop future collaborations with others.

Check their analytics and engagement, as well as the audience that they reach, and make sure it aligns with your brand and targets. Collaboration does not always have to be an orchestrated thing of creating new content. Simply sharing content (credited, of course) that similar industry players post could be a good way to build a relationship.

It is important to make sure that your audience will respond well to any collaborations you undertake, so make sure the other party appeals to your audience and aligns with their values.

In conclusion, collaborations are an exciting way to rejuvenate the content that you are creating. Not only can it lead to some unique content ideas for your own brand, but it can also help others. It will grow your exposure and add professionalism to your brand. So do not be afraid to collaborate, you have no idea where it could take you!