

# VENDOR OR PARTNER? YOU CHOOSE...

For B2B executives, choosing the right firm to support their company's branding and marketing initiatives is critical. Unfortunately, not all firms are created equal, with a range of competencies and pricing structures available. Generally speaking, however, firms often fall into two core categories: **Tactical "Vendors" and Strategic "Partners."**

Both types of companies can and do provide valuable services to their clients. B2B executives get themselves into trouble when they try to ask one to be the other, or don't fully understand the difference.

While a Partner can and sometimes does function in a Vendor capacity, it's very hard for a Vendor to elevate to a Partner level.

## DO YOU NEED A VENDOR OR A PARTNER?

Take a look at the scenarios below which will help you recognize the difference, and clarify what type of support your organization may need. This same logic can also be applied to internal marketing personnel or departments.

WE NEED HELP WITH ...	DO YOU NEED A... <b>VENDOR?</b>	OR A... <b>PARTNER?</b>
 <b>BRAND</b>	▶ We can update your brand image to stand out in a highly creative way, and be on target with what you're looking for.	▶ Once we understand your target audience, and your unique attributes as a business, we will establish a brand position that drives sustained growth.
 <b>IDENTITY</b>	▶ What colors, images and type styles do you like?	▶ We selected this color scheme (and/or logo mark) because it differentiates you from competitors, and aligns with your brand's core values.
 <b>WEB</b>	▶ We're getting tremendous traffic and visibility.	▶ How many quality inquiries are we driving through the site's contact form(s)? Where are they inbound? Where are they dropping off?
 <b>CONTENT</b>	▶ You will be supplying the content, correct?	▶ Let's collaborate on the content to make sure we have a brand-aligned content hierarchy that drives quality engagement with ideal audiences.
 <b>SEARCH (SEO)</b>	▶ Tell us what keywords you would like to rank for and we'll make sure you show up in search rankings.	▶ Here's our strategy for improving the overall "quality" of your search marketing program to drive higher quality inquiries through the site.
 <b>TRADESHOW</b>	▶ We have some creative effects to make your booth stand out on the trade show floor.	▶ Let's look at which trade shows you are investing in and develop a strategy that connects you with the right leads: before, during and after the show.

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 <b>PUBLIC RELATIONS</b>	 We can take any news you have and turn it into a press announcement that is deployed to hundreds of news outlets.	 What is our strategy and intent with PR? How will it reinforce our brand position and drive greater visibility?
 <b>SALES SUPPORT</b>	 We'll design a really slick looking capabilities deck.	 We would like to develop a capabilities deck that leads to a definitive next step in the sales process or a closed sale.
 <b>VIDEO</b>	 Do you want Graphics? Music? Special effects? We can do it all!	 Let's explore how video can be used to tell your story visually while accelerating the path to a new client relationship.
 <b>TRADE ADVERTISING</b>	 The more you spend on advertising, the more we can get your name out there.	 How can we optimize your advertising investment to drive measurable results while minimizing wasted visibility (advertising to non-prospects)?
 <b>SOCIAL MEDIA</b>	 We can do your social media and get you more visibility on the platforms you want.	 What does the ideal social follower look like, and what would compel them to follow your brand?
 <b>DIRECT MARKETING</b>	 We can design really great looking snail mail and e-mail campaigns.	 A direct marketing campaign is only as good as the contact database. Let's look at the quality of your database as a first step.

## ARE YOU SEEING A PATTERN?

A Vendor works for "you" with the goal of appeasing "you" personally. A Partner thinks through you, focusing instead on your target audience, and what solutions "they" will respond to.

**As I often say to a soon-to-be Delia client:** I always appreciate your feedback; I care even more about what your target audience thinks because, if we make them happy, I'm confident that you will be happy too.



Ed Delia, PCM  
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## GET IN TOUCH

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