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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

50 Benefits Of Joint Venture Marketing

By Gunnar Berglund

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What Is A Joint Venture?

A joint venture is an agreement in which two or more businesses work on a project for a set period of time. Joint ventures can be long-term, like promoting a product together, or some can be short-term, like bartering (trading) products and services. Joint venture ideas are virtually endless.

The Benefits Of Joint Venture Marketing

1. You can build long lasting business relationships.
2. You can increase your credibility by teaming up with other reputable, branded businesses.
3. You can get free products and services.
4. You can construct most joint venture deals with little or no money.
5. You can gain new leads and customers.
6. You can get discounts on products and services.
7. You can save money on business operating costs.
8. You can beat your competition.
9. You can gain referrals from other businesses.
10. You can solve your business problems.
11. You can save valuable time.
12. You can get free and low cost advertising.
13. You can offer your customers new products and services.
14. You can survive a depression, recession or a slow economy.

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15. You can save money by sharing advertising and marketing costs.
16. You can target other potential markets.
17. You can expand and grow your business quickly.
18. You can gain valuable information or skills.
19. You can increase and protect your cash flow.
20. You can find new profit outlets.
21. You can become rich and wealthy.
22. You can start almost any business at little or no costs.
23. You can get rid of your extra inventory.
24. You can reduce and eliminate your debts and

avoid bankruptcy.

25. You can afford to sell your products at a lower price.
26. You can increase your opt in or ezine subscribers for free.
27. You can get your web hosting and design for free.
28. You can save money outsourcing your workload for free.
29. You can find hidden income streams.
30. You can exchange useless products for profitable ones.
31. You can create new business funding and credit lines.
32. You can reduce your taxes.
33. You can find and create new distribution channels for your products.
34. You can give your employees more raises, bonuses and benefits.
35. You can even trade non business stuff to improve your personal life.
36. You can increase your sales and profits.
37. You can send your ad to huge, targeted email lists at no cost.
38. You can eliminate employee hiring costs creating barter outsourcing deals.
39. You can build your customer or opt-in list for free.
40. You can build profitable alliances with other businesses.
41. You can learn insider information from other experts at no cost.
42. You can test your product for free.

43. You can out-sell other affiliates much easier.
44. You can increase the number of affiliates that sign up to your reseller program.
45. You can offer more bonus products and incentives to buy.
46. You can get highly credible endorsements and testimonials from other experts.
47. You can quickly increase your ezine subscribers.
48. You can offer your products at lower prices than your competition.
49. You can easily find new up sell and backend products to sell.
50. You can create products faster and with less effort.

These are only some of the benefits. They're endless!

The Benefits of Joint Venture Marketing

By Traci Hayner Vanover

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Joint Venture Marketing can take many forms --- and if done properly, can significantly enhance your business. Don't let the name fool you, you have already been a consumer of a number of joint venture marketing promotions. Have you ever purchased a pizza during the Final Four, and received a free basketball? That is a result of a joint venture. There are countless other examples, but you get the general idea.

Another form of joint venture marketing that has gained popularity on the internet is the dawn of virtual marketplaces. Many niche sites offer this type of marketplace, and they allow the members to pool resources to generate traffic, and of course, sales. One of the most powerful benefits to this type of venue is the appeal of their ability to pool advertising dollars to obtain a promotional presence that members might not have been able to acquire individually. In addition, these venues are often able to procure significant discounts and special offers for members from common suppliers, which creates a stronger buying presence for the group as a whole. Members gain visibility in the marketplace and in the search engines, and they enjoy the benefit of increased traffic to their individual businesses.

From a consumer perspective, it is a winning situation as well. Collaborative marketplaces create a "one-stop-shopping" experience, providing consumers with the ability to browse several merchants during one browsing session. The ability to quickly obtain comparative pricing among similar merchants create a strong value among customers, and create a natural environment of competition. This forces participating vendors to strive for a higher quality product, at a competitive price.



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