Category

Commercial Excellence

Joint Go-to-Market & Co-Marketing with Partners Playbook

Running joint go-to-market programs with genuine shared investment, not one partner carrying the effort

- Practitioner
- Intermediate
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- Administrator
- 28 June 2023
- 3 minute(s)

Overview

A framework for joint go-to-market and co-marketing with partners — structuring genuinely shared investment, aligned objectives, and joint accountability, avoiding the common failure mode of nominally joint programs where one partner carries most of the effort and investment while the other contributes minimally.

Why do joint go-to-market programs so often end up with one

partner carrying most of the actual effort and investment? Without explicit upfront agreement on shared investment and mutual accountability, programs default to whichever partner has more motivation or resources at hand carrying the effort, while the nominally "joint" framing obscures this imbalance until it becomes a source of partnership friction.

What's the most important element for genuinely balanced joint

go-to-market programs? Explicit upfront agreement on specific investment and effort commitments from both partners, documented clearly, rather than vague mutual intention that defaults to imbalanced actual contribution once the program launches.

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