



**BDTHEMES**  
your ultimate web solution

# Collaboration **PROSPECTS** & Events



For More Informations

[www.bdthemes.com](http://www.bdthemes.com)

# INTRODUCTION

BdThemes stands as a beacon of innovation and excellence in the realm of WordPress solutions. As a leading provider of premium themes, plugins, and customization services, BdThemes has been at the forefront of empowering individuals and businesses to create stunning and functional websites since its inception.

Now taking a step further by inviting businesses to collaborate efforts to achieve an even higher spotlight together to provide more value to the community through dedication and hard work. Take a moment to go through the full extent of our efforts in visualizing maximum collaboration output.

# Our Plan

Phase  
01



- \* Guest Post
- \* Link Exchange
- \* Partnership Page Listing
- \* Affiliation
- \* Audience Benefit

Phase  
02



- \* Shoutouts
- \* Lead Exchange
- \* Social Engagement

Phase  
03



- \* Product Integration

Phase  
04



- \* Joint Venture
- \* Specials

# PHASE 01

## Guest Post

- ▶ Can pick suitable topics for each other
- ▶ Can select target website for posting

Brief:- Guest posting provides a unique opportunity for our associations to showcase expertise, share insights, and contribute valuable content to each other's audience. We can work collaboratively to identify and pick suitable topics that align with our respective areas of interest, ensuring the content resonates with our readership. This opens doors to-

- ⦿ Cross-promotion
- ⦿ Increased visibility
- ⦿ Networking opportunities

# PHASE 01

## Link Exchange

- ▶ "Dofollow" link from the authority website blogs

( <https://bdthemes.com/blog/> )

Brief:- Link Exchange involves strategically sharing "Dofollow" links between our organizations, particularly from high-authority websites such as BdThemes blog, Element Pack blog, and Prime Slider blog. These links, being "dofollow," contribute positively to our website's search engine ranking, ultimately improving our visibility and credibility in the digital space. Seeking positive impacts-

- ⦿ SEO enhancement
- ⦿ Increased authority
- ⦿ Mutual traffic flow

# PHASE 01

## Partnership Page Listing

- ▶ Listing to the pager

<https://bdthemes.com/benefits-deals/>

- ▶ Listing to accounts dashboard

<https://prnt.sc/MVVKmAldXIDq>

Brief:- Our organizations can mutually benefit by being prominently listed on the dedicated partnership page at and the accounts dashboard. This listing provides a valuable avenue for us to showcase our collaboration, highlighting the synergies and benefits of our partnership to a wider audience. This step helps you-

- ⦿ Increase brand visibility
- ⦿ Build credibility and trust
- ⦿ Be recognized as partners

# PHASE 01

## Affiliation

- ▶ Enlist each other's affiliate program. BdThemes affiliate link -

<https://app.impact.com/campaign-campaign-info/Element-Pack-Pro.brand>

Brief:- Our organizations can amplify our online presence and generate additional revenue streams by enlisting in each other's affiliate programs. By doing so, we create a symbiotic relationship where we actively promote and endorse each other's products or services through unique affiliate links. The positive impacts are-

- ⦿ Systematic revenue generation
- ⦿ Mutual promotion
- ⦿ Strategic alliances

# PHASE 01

## Audience Benefit

- ▶ Fixed % discount all-time (until)
- ▶ Additional discount/trial campaign upon discussion

Brief:- To express our appreciation for our shared audience and foster long-term loyalty, we suggest offering a fixed percentage discount on our products/services all the time. This ensures that our audience receives ongoing value, making our offerings more accessible and appealing. This also supports both businesses to secure-

- ⦿ Maximum customer loyalty
- ⦿ Competitive edge over others
- ⦿ Flexible promotions forever



# PHASE 02

## Social Engagement

- ▶ Podcast show (company/brand/product promotion/use-case/introduction)
- ▶ Webinar & Giveaway contests

Brief:- A dedicated podcast show that delves into various aspects of our collaboration. This can include episodes focused on company and brand stories, product promotions, real-world use-case discussions, and engaging introductions. Webinars are an excellent tool for interactive engagement. We can collaborate on hosting webinars that cover industry trends, showcase our joint expertise, or offer in-depth insights into our products and services. Helps in growth with-

- ⦿ Personalized connection to the audience
- ⦿ Educational content sharing
- ⦿ Better audience interaction

# PHASE 02

## Shoutouts

- ▶ Social posts & promotions for partnership & product
- ▶ Community warm-up

Brief:- Through coordinated social posts and promotions, we can effectively communicate the value of our partnership and highlight key products or services. This approach not only enhances our online presence but also engages our shared audience on platforms where they are most active. This step also encourages-

- ⦿ Increased brand visibility to a wider audience
- ⦿ Enhanced community engagement
- ⦿ Builds brand synergy

# PHASE 02

## Lead Exchange

- ▶ Partnership announcement email to the audience
- ▶ Special offer/event/update/new product launch email teaser
- ▶ Welcome mail for new leads

Brief:- A joint partnership announcement email to our audiences is a powerful way to introduce our collaboration, share our shared values, and highlight the value proposition we bring collectively. To generate excitement and interest, we can collaborate on creating email teasers for special offers, events, updates, or new product launches. These teasers serve as a sneak peek, enticing our audiences and encouraging them to stay tuned for the upcoming collaboration events and offerings. This helps leverage-

- ⦿ Expanded global reach
- ⦿ More engagement opportunities
- ⦿ Exponential mutual growth

# PHASE 03

## Product Integration

- ▶ Developing partner's product integration on the product/account dashboard
- ▶ Redirect to live site link integration
- ▶ Revenue sharing through affiliation

Brief:- Integration not only enhances the user experience for our shared audience but also opens up opportunities for cross-promotion, providing users with a holistic and interconnected solution. To streamline user journeys and enhance convenience, we can collaborate on integrating "Redirect to Live Site" links within our products. As we explore product integration, we can extend the collaboration to include revenue sharing through affiliation. This helps-

- ⦿ Further enhanced user experience
- ⦿ Even better cross-promotion opportunities
- ⦿ Monetization through affiliation

# PHASE 04

## Joint Venture

- ▶ Exclusive NDA sign-up and celebration
- ▶ Dev Collaboration

Brief:- Working towards an even better future by joining hands with a single goal where two companies join their hearts and efforts together. Following this, a celebratory event can serve as a momentous occasion to announce our partnership, generating excitement and anticipation within our respective communities. Includes the formalization of a Non-Disclosure Agreement (NDA) as a foundational step. At the core of our Joint Venture lies development collaboration. This entails a synergistic effort to combine our technical expertise, creativity, and resources to undertake projects that capitalize on our collective strengths. This helps build-

- Strategic alignment of strategies and resources
- A unified approach for mutual success
- Risk mitigation and innovation acceleration

# PHASE 04

## Specials

- ▶ Lavish dinner party for partners
- ▶ Long-term revenue sharing

Brief:- To celebrate the collaborative spirit that binds our organizations, we propose hosting an exclusive dinner party for our partners. This intimate gathering will provide an opportunity to foster personal connections, share experiences, and cultivate a sense of camaraderie. In addition to the camaraderie cultivated through our special events, let's explore a long-term revenue-sharing arrangement. This commitment demonstrates our dedication to the mutual success of our collaborative efforts. This ensures-

- ⦿ Stronger relationship building
- ⦿ Strategic commitment assurance
- ⦿ Memorable experiences for all

# Reach Out To Contacts

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Thank you!

