

## **What to consider before creating a JV partnership?**

**1. The culture of your potential partners audience. Are you compatible? Do you compliment each other? Are you both marketing to similar audiences?**

**2. Platform sizes: Are your platforms similar in size?**

**Facebook**

**Twitter**

**Pinterest**

**Linked In**

**Instagram**

**E-mail**

**Direct Marketing**

**Google +**

**3. Does the growth potential outweigh the work of the joint venture?**

**4. Are there other potential partners to make this a larger & more impactful partnership & launch?**