

# LANDING BRAND PARTNERSHIPS



By

Kim & Maddie  
at Runway Unlimited Inc.



Book a Call with us today

# So you want to land a brand deal.

Welcome to the "Attaining Brand Partnerships on Social Media" workbook! In this guide, we will explore the strategies and steps to successfully establish brand partnerships on social media. Collaborating with brands can not only provide you with exciting opportunities but also help you monetize your online presence. So let's dive in and begin the journey towards securing brand partnerships!



## Introduction

Our vision at Runway Unlimited is to build a powerful community of women whose success comes from unwavering confidence and an intentional focus on unlimited possibilities.

# In This Workbook

## 1. Setting Yourself Up for Success

- Defining Brand Identity
- Identify Target Brands
- Audit Social Media

## 2. Building Your Brand Partnership Strategy

- Developing a Brand Partner Pitch
- Creating a Media Kit
- Engaging with Target Brands

## 3. Approaching Brands & Nurturing Partnerships

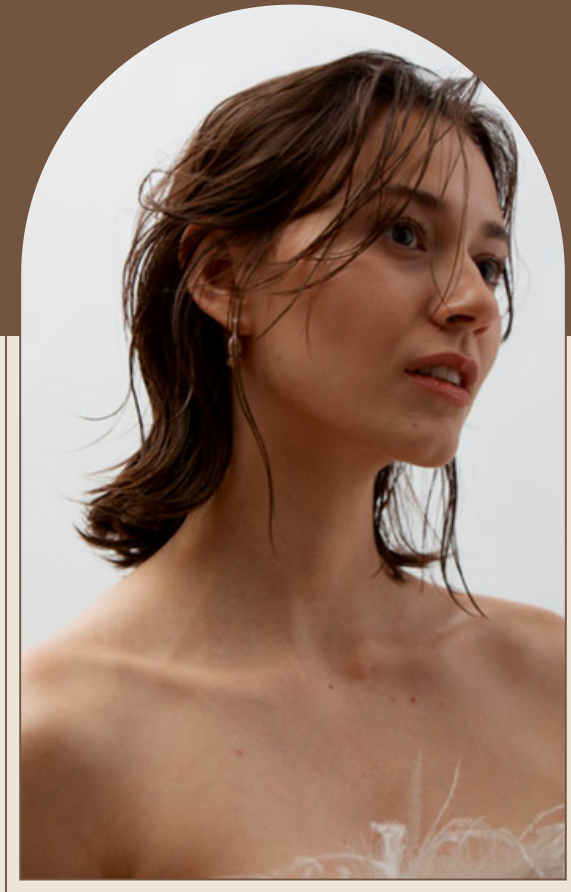
- Direct Outreach
- Collaboration Opportunities
- Nurturing Partnerships



## About Kim & Maddie:

After decades of working locally and internationally as professional models, we've watched the landscape of advertising and brand voice change. Our mission at Runway Unlimited Inc. is to provide premium coaching services and valuable strategies for women worldwide to up-level their mindset and own their confidence, health and wealth.

# Setting Yourself up for Success



Model Masterclass Alumni Kylannah K

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

# Define Your Brand Identity:

Before approaching brands for partnerships, it's crucial to have a clear understanding of your own brand identity. Your brand is who YOU are. Not the colors on your website or pictures you post. It's how much VALUE you give and how you leave people feeling. Define what sets you apart, your unique voice, and the value you offer to your audience. Ensure that your personal brand aligns with the brands you wish to collaborate with, as a strong fit will increase your chances of successful partnerships.



## Questions:

What do I stand for?

What do people know me for today?

What message am I conveying?

How do I want people to feel when I leave the room?

# Identify Your Target Brands

Research and identify the brands that align with your niche, values, and target audience. Look for companies that share similar goals, aesthetics, or target demographics. Consider both large and small brands, as smaller companies may be more open to collaborations and provide unique opportunities for growth.



## What to look for:

1. Companies that are in the most profitable industries eg. Wellness is growing towards a 1.5 trillion dollar industry
2. Compensation Plan & Structure - Are you making a one time commission? Are you earning a residual income if your audience re-orders?
3. Ready-to-go marketing material

# Audit Your Social Media Presence:

Brands will evaluate your social media presence before considering a partnership. Conduct a thorough audit of your profiles, ensuring they reflect your brand identity and are visually appealing. Evaluate the engagement levels, follower count, and quality of your content. Identify areas for improvement and develop a plan to enhance your online presence.



## Pro Tips:

Keep your imagery professional

Add more value than anyone else in your market

Ensure you're showing up outside of your social media as well.

Own this process like you own a business.

# Building Your Brand Partnership Strategy



Model Masterclass Alumni Chloe B.



# Develop a Brand Partnership Pitch

Sometimes, you just have to ask. Craft a compelling brand partnership pitch that showcases your unique value proposition. Highlight your audience demographics, engagement rates, and the benefits you can provide to the brand. Tailor each pitch to suit the specific brand and demonstrate how their products or services would integrate seamlessly into your content.

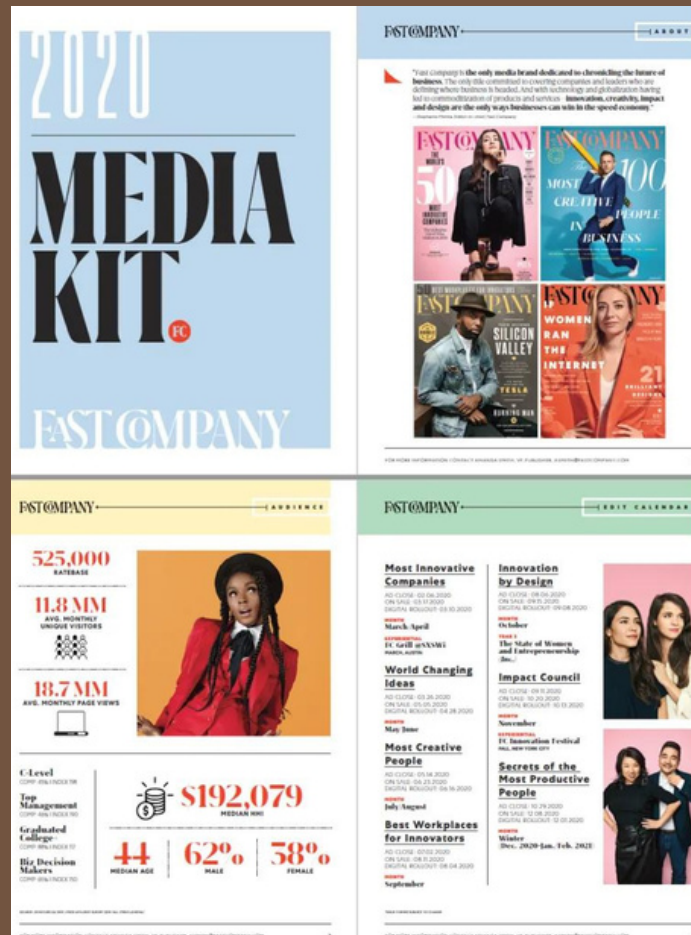


## 5 Steps to Crafting a Pitch:

1. Craft the perfect subject line.
2. Introduce yourself.
3. Highlight what you love about the brand/product.
4. Create and attach a media kit.
5. Share your rates and a call-to-action (CTA)

# Create a Media Kit

A media kit is a valuable tool to showcase your brand and provide essential information to potential partners. Include an overview of your brand, key statistics, audience insights, past collaborations, and testimonials. Design the media kit professionally and make it visually appealing to leave a lasting impression on brands.



## What to Include:

1. Table of Contents
2. Bio or About Us page
3. Your Social Media Statistics
4. Case Studies on any past Partnerships OR your vision for this one.
5. Testimonials
6. Visual assets and downloadables (images, videos, infographics)

# Engage with Target Brands

Before reaching out directly, engage with the target brands on social media. Like, comment, and share their content to build familiarity and demonstrate your genuine interest. Engaging with their posts can increase your visibility and make a positive impression on brand representatives who may be reviewing your profile.



Maddie Fashion Reel w/ Zara Clothing

## 5 x 5 x 5 Rule

5 posts a day (eg. 4 stories, 1 post, 2 posts 3 stories)

5 Comments and Saves (the algorithm prefers saves)

5 DMs (engaging with your audience, following new people)

# Approaching Brands and Nurturing Partnerships



Maddie for Like-A-Glove

# Direct Outreach

Once you have prepared your pitch and media kit, it's time to reach out to brands. Craft personalized, concise, and professional emails or direct messages to the appropriate contact. Highlight the value you can bring to their brand and express your enthusiasm for a potential partnership. Follow up politely, two days later, if you don't receive an immediate response. The fortune is in the follow-up.



## Keep Track:

Brand:

Reach-out Date:

Follow-Up:

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# Collaboration Opportunities

Be open to various collaboration opportunities, including sponsored posts, giveaways, product reviews, or ambassador programs. Tailor your proposals based on the brand's preferences and objectives. Offer creative ideas that demonstrate how their products or services can be integrated seamlessly into your content.



Kim & Maddie for Reitmans

## Pro Tips:

Keep the main thing the main thing. It's easy to veer off track when things start moving and grooving.

Keep content value based and nit "self" focused

Ask your audience what they would like to see more of

Set a content calendar and schedule your weekly content creating time

# Nurture Partnerships

Once you secure a brand partnership (YAY), nurture the relationship by delivering on your commitments. Create high-quality content that aligns with the brand's objectives and resonates with your audience. Consistently communicate with the brand, provide updates, and seek feedback to ensure mutual satisfaction. Build long-term partnerships by delivering exceptional value and exceeding expectations.



Salon Brand Partnership Event

## Ideas for Content & Expansion:

Content Ideas:

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Ways to Grow:

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Remember, building brand partnerships takes time and persistence.

Stay authentic, showcase your unique value, and continuously refine your approach. By strategically aligning with the right brands, you can create mutually beneficial collaborations that elevate your personal brand and open new doors for growth and monetization.

Kim & Maddie would love to help you further with:

Brand Partnerships,  
Private Mentoring,  
Brand Expansion

Reach out to Kim & Maddie  
[contact@runwayunlimited.com](mailto:contact@runwayunlimited.com)

or

Book a call here:

