# COMPOUNDERS

Third-part distribution

## 4. STRATEGIC PARTNERSHIPS & CO-SELLING

**White label Partnership**
Partner sells. You fulfill.

- Partners
  - DJs
  - Event planners
  - Venues
- Fulfillment Models
  - Equipment rental
  - Fixed price fulfillment
  - Full service execution
- Outcome
  - Volume
  - Predictable Revenue

**Co-Selling Relationships**
Shared visibility. Shared trust

- Partners
  - DJs
  - Event planners
  - Venues
- Sales Motion
  - Included in proposals
  - Introduce to client
  - Join close
- Outcome
  - Higher close rates
  - Increased value

**Outcome:**
Shared trust, increased deal flow, and distribution without ad spend.

Building relationships that bring leads

## 5. INDUSTRY NETWORKING & RECIPROCITY

- Vendor Referrals → Ask clients what they need → Make helpful introductions
- Goodwill Building → Help others first and give without expectations → Make others
- Long Term Trust → You refer them and they will remember you → The will refer you

→ The vendor who gives first gets remembered first

**Outcome:**
Referral momentum and long-term goodwill inside the event industry.

Turning good experiences into lasting relationships

## 6. GRATITUDE & RELATIONSHIP REINFORCEMENT

- Gratitude Cards
  - Thank you cards → Sincere notes to all vendors; Shows appreciation
  - Personalized notes → For coordinators and managers; Tailored messages
- Appreciation Gifts
  - Candy bars for vendors → Sincere notes to all vendors; Shows appreciation
  - Gift cards for partners → For coordinators and managers; Tailored messages
- Thank you Message → Email, DM, or mailed letter; Sample thank you to owners; Recognize their contribution

→ **Gratitude turns one-time encounters into long-term relationships**

**Outcome:**
One-time interactions turned into repeat relationships.

Rebooking is the cheapest lead you will ever get.

## 7. REBOOKING & CLIENT REACTIVATION

$100 Gift Card Incentive → Encourage rebooking for future events; Gift card can also be passed along → Most stay in contact

**Outcome:** High-ROI bookings from existing relationships.

Turning existing exposure into new leads

## 8. REFERRAL ENGINES (GUEST LEADS)

- Live Capture at Event → QR code → Attendant offers the QR code; Guest fill out name, phone, email and notes; Instantly receive $100 gift card
- Post Event Follow Up → Collect Emails & Phone Numbers → Thank you follow up message; Brief reminder of offer; $100 gift card incentive; Encourage sharing post event
- Past-Event Audience Leverage → Leveraging Galleries, Recap Posts, Albums, and Tagged Content → Event photos shared publicly; Galleries reposted by hosts; Tagged posts, albums, recaps; School, church, nonprofit audiences seeing your work

**Outcome:** Warm leads generated from people who experienced the product firsthand.

Turning cold leads into future bookings.

## 9. LEAD NURTURE & REMARKETING

- Segment A → Cold & inactive leads → Website inquiries; Proactive outreach; Event organizers; Industry Contacts

Email them, text them, keep contact until they ask you to stop.
**Note:** Segments A & B will have a different communication language

- Segment B → Guest leads (Events attendees) → QR capture at events; Digital sharing; Post event follow-up

**Outcome:** Cold and inactive leads converted over time through consistent visibility.

Turning cold leads into future bookings.

## 10. PHYSICAL BRAND VISIBILITY

- Passive Visibility (Optional) → Logo on photo booth; Branding on screens; Watermarks on photos
- Passive Activation Points → QR code frame at booth; Business cards available; Optional incentive callout

**Outcome:** Increased familiarity and recall that amplifies all other lead systems.