



The Partner Playbook

EXECUTIVE SUMMARY

As we roll out the new year, we'd like to reflect on all the things that made last year pop. Chief among them was the first round of the partner fund and competition, which led to some out-of-this-world marketing ideas. From hackathons, to Jamstack academies, to exciting B2B events, our certified partners pulled out all the stops to leverage their exclusive partner fund.

During the first iteration of the partner fund & competition, we saw a very dramatic increase in partner engagement. To start, we had a whopping 30% of our certified partners submit proposals, which unbelievably led to over 50 partner campaigns worldwide!

As we trudge forward into the year, we have a few things cooking in the back kitchen. Namely our heavy expansion into the American and APAC (Asia-Pacific) markets, leveraging our ecosystem with our implementation partners, and an exciting European Roadshow!

“ Last year was very exciting for the Partner Program. It was great to engage with our certified partners, collaborate together, and build out remarkable marketing initiatives. Now in 2023, we want to expand even further, try even harder and to grow even faster. If you're not part of our Partner Program yet, don't miss out! Jump on board this rocket ship!



Selina Kelcz
Partner Marketing Manager at Storyblok

With our second round of the partner competition and fund already underway, we encourage all of our certified partners to put on their marketing boots and create their most extravagant and courageous marketing campaigns for a chance to double your fund and bring your campaigns to the next level.

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Welcome to the Partner Playbook

The Partner Playbook is your home base for everything related to your Partner Certification, including all the key initiatives and benefits that come with certification.



You'll also find all the resources, use cases and general information to help you get the most out of your Storyblok Partnership.



FIND OUT MORE

If you'd like more details about a specific benefit, please reach out to your Dedicated Partner Success Manager.

Storyblok Partner Program

Now that you've found your way to Storyblok's Partner Program, you're probably wondering what it features, how it works, and how you can benefit from it. The program is a multi-faceted community where partners can learn about Storyblok, find the right customer leads, and get dedicated support from our partner management team, to start!

Storyblok's Partner Program was launched in 2019 with the goal of offering agencies the support to expand their business while using a headless CMS that works best for their customers. We know that your agency builds powerful digital experiences. Storyblok offers the best headless CMS for developers and marketers alike. By joining our Partner Program, you can fully utilize this combination and profit from many benefits.



ENJOY AN EFFORTLESS IMPLEMENTATION

Give your clients a headless CMS they'll love. Storyblok's unique Visual Editor and component-based approach make it super easy for your customers to manage content and increase your efficiency.



GROW WITH STORYBLOK

Fuel the growth of your business as a Certified Storyblok Partner. Unique benefits, partner listings, and co-marketing initiatives help you build growth-enhancing projects.



GET EXTENSIVE SUPPORT

Storyblok is always there to help your agency grow. Gain access to our partner learning center, participate in growth meetings, and have a dedicated Partner Manager support you in becoming a Storyblok expert.

Partner Benefits at a Glance



REVENUE SHARE

Receive 10% ongoing revenue share of the customers' monthly subscription fee.



BUILD APPS

Build your own custom apps to use in all your spaces.



LEARNING CENTER

Access educational & promotional material to enable better and faster selling.



FREE STAFF MEMBERS

Add unlimited staff members that you can use on all development and customer spaces – for free.



DEVELOPMENT SPACES

Unlimited and free development spaces for all your customers in one place.



FREE LICENSE

Build your agency's website on Storyblok with a free lifetime license.



DEDICATED TEAM

Gain access to constant support from our Partner team to tackle any questions you or your customers might have.



CO-MARKETING

Showcase your case studies on our partner listing page and work with us on cross-promotional marketing.



TECHNOLOGY ECOSYSTEM

Accelerate your business with our tool partnerships that offer you discounts, credits or even free usage.

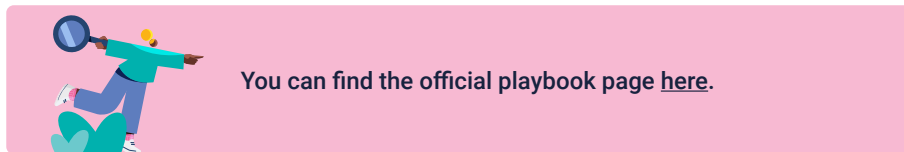
“ Partners played an important role in the growth of Storyblok these past couple of years. We still appreciate the steps they took to help us get to where we are today - and so we as a Partner Team and Storyblok as a whole would like to pay those good deeds forward to all of our Partners both old and new. The Partner Fund is one example of how we want to support our Partner's growth, and boost your business with Storyblok. We all have stories to tell, let's do it together.



Barry D'Arcy
VP of Partners

Introducing the Partner Fund

At Storyblok, we love co-marketing initiatives. Joining forces with our Partners to create powerful and impactful content is always high on our to-do list, and we highly encourage it. In addition, with this dedicated fund we want to give you more exposure as a Storyblok Certified Partner. The sky's the limit when it comes to the Partner Fund, as you can come up with your own agency-specific plan on how you'll utilize your fund.



As a Certified Partner, you have access to our full range of Partner benefits. One of our newly minted benefits is the Partner Fund, a 1.5 million dollar budget to invest in building up our Partner relationships. Each Certified Partner can get access to a 5k \$/€ budget that you can use on co-marketing initiatives to highlight our collaboration. From engaging with the community to co-hosted events, to rebranding - we're here to support you along the way.

Ideas for Your Next Campaign

EVENT MARKETING

Networking Event, Workshop or Seminar,
Sponsor an event, VIP Experience

GUERRILLA MARKETING

Street Art, Wild Posting,
Grass-Root Marketing

CONTENT MARKETING

eBook, Blogs, Whitepapers, Articles

VIDEO MARKETING

Live Video, Behind-the-Scenes,
Educational Videos

PROMOTIONAL MARKETING

Competition, Giveaway or Discounts

PAID SOCIAL

Run a Paid Campaign on LinkedIn, Google,
Instagram, Twitter, and Facebook

MEDIA BUYING

Broadcast directly to media outlet
audiences that fit your brand

“ In the past few years, we’ve seen so many great marketing initiatives around and with Storyblok that allowed them to grow. With the 1.5M Partner Fund, we not only want to help our partners with a dedicated marketing budget, but also team up to tell more stories at scale while shaping the future of digital storytelling together.



Thomas Peham
VP of Marketing

How to Claim My 5k Fund?

1 BOOK A CALL

As a Certified Partner you've been allocated a Partner Success Manager. Please reach out to them directly to schedule an ideation call, or email them directly partner@storyblok.com

2 IDEATION

Whether you have a marketing campaign idea or not, this ideation call is the perfect opportunity to learn more about the co-marketing fund and how to implement it.

3 CONCEPT

You're now set with a marketing campaign! A short form will be provided after the call for you to validate your campaign concept.

4 APPROVAL

Storyblok reviews your concept and agrees to allocate the marketing fund.

5 LAUNCH

Build your campaign! The Storyblok team is here to support you along the way.

6 POST CAMPAIGN

A report is sent to Storyblok along with all invoices to be refunded.

*Please note, the payment process and refund will be agreed upon before the launch of the campaign. This can vary from case to case.

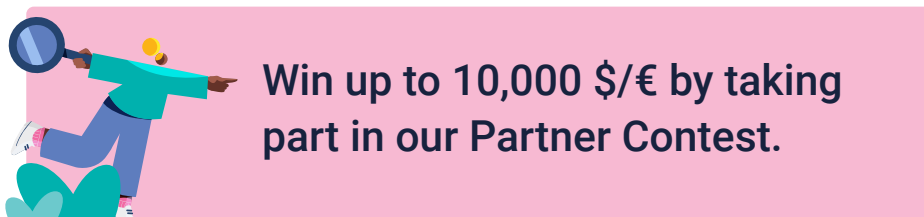
Partner Contest

We run an exclusive partner contest every quarter with a different theme each time, allowing our partners to win up to 10k \$/€.

Check out our latest contest and winners [here](#).

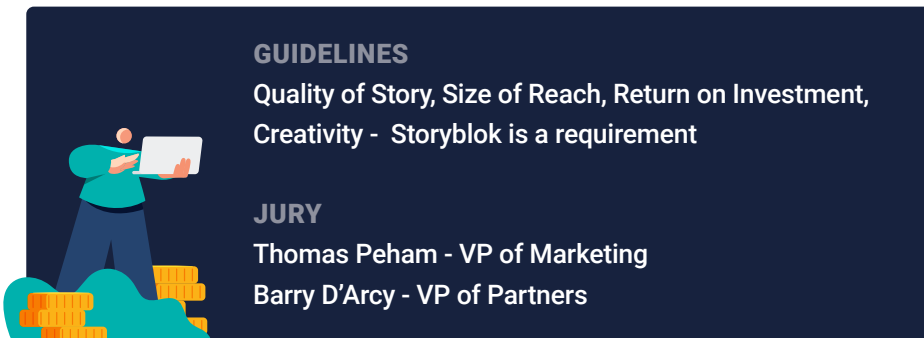
DO YOU HAVE A CRAZY MARKETING IDEA THAT YOU WANT TO TURN TO REALITY?

We want to hear it!



HOW TO COMPETE?

- 1 Be a Certified Storyblok Partner.
- 2 Visit and submit your most creative co-marketing idea directly [here](#).
- 3 Once you've submitted your idea, a quick 15 min call will be scheduled with our Partner Marketing Manager to review any further details.
- 4 Contest ends, all submissions are reviewed by our jury.
- 5 Results announced via email and social media.
- 6 You won! Start building your campaign with Storyblok!



Winning Ideas

During our previous Partner Contests, we have had the chance to come across an astonishing number of amazing co-marketing ideas. Some of the winning ideas included a Jamstack academy, B2B experiential events, mindblowing online campaigns, creative webinars, fun video content, and much more.

One of the winning ideas in our first-ever Partner Contest came from our Agency Partner Made People, a Swedish artisan e-commerce agency working with top-performing brands, mostly within fashion and lifestyle. On 11/11/22, they organized their 11th birthday party with Storyblok and Centra in Stockholm, Sweden. It was an event where eCommerce industry leaders had an evening of networking, drinks, and dancing. Check out the video from the event.

“ Strong partnerships built on a shared goal and mutual respect are essential for an agency’s success. Storyblok has, since day one, cared about their partnerships and kept an understanding and interest in our business. The Partner Competition is nothing but a testament to the understanding of and help for the strong ecosystem we’re building together.



Jonathan Selander
Co-Founder & CTO @ Made People AB

So, don’t waste time and start thinking about creative co-marketing ideas for a chance to win a 10K Co-marketing Partner Fund. Your agency builds powerful digital experiences. Storyblok offers the best headless CMS for developers and marketers alike. Let’s work together to shape the future of storytelling together.



FIND OUT MORE

For more information on current and past contests, visit the [Partner Playbook landing page](#).

Submit your most creative co-marketing idea [here](#) for a chance to win a co-marketing fund of up to 10K.

You can find the latest competition deadline [here](#).



Need more information?
Visit the [Partner Playbook](#) landing page.

[CONTACT PARTNER TEAM](#)

[CONTACT PARTNER MARKETING MANAGER](#)

[JOIN THE PARTNER PROGRAM](#)

