



TRIMARK CREATIVES

STRATEGIC PARTNER PROGRAM

A simple, written way for trusted businesses to bring us their clients, and for us to *send growth back*.

PREPARED FOR

Prospective strategic partners

PREPARED BY

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SCAN TO APPLY



FOUR IDEAS THAT RUN EVERYTHING

If you read only this page, you can already be a good partner. The rest of the document explains the details and gives you templates you can copy.

01

Fit before volume.

We would rather receive three right-fit introductions than thirty vague ones. Every business you send us reflects on you, so we only move forward when the match is real, and we tell you honestly when it is not.

02

Warm introductions, clean handoffs.

You make one email introduction. From that moment Trimark owns the follow-up, the discovery call, the proposal, and the delivery. You never have to chase anyone or explain our services.

03

One simple reward.

You earn 25% of the client's first month's retainer for every referral that signs. It is written down in a short agreement, so there is nothing to guess at and no fine print.

04

One referral a week.

We ask partners to aim for at least one introduction every week. It is an expectation, not a quota. Nothing is forfeited if a week goes by without one.

THE ONE HABIT THAT MATTERS

Introduce by email, copy both people, and add two sentences of context: what the business does and what it wants to fix. That single email is what makes a referral easy to track, easy to reward, and easy to win.

WHAT TRIMARK DOES

Trimark Creatives is a Houston-area digital marketing agency. We run paid media, websites, email and outbound lead generation, CRM and automation, design, and video and social content for small and mid-sized businesses, with weekly reporting every Friday.

WHO WE PARTNER WITH

The best partners already advise or serve business owners and sit close to the moment a client says, "we need more customers."

PARTNER TYPE	TYPICAL EXAMPLES	WHY THEIR CLIENTS NEED US
Professional services	CPAs, bookkeepers, attorneys, insurance agents, financial advisors	They see the books and the growth ceiling first. Clients ask them who can fix lead flow.
Real estate and construction	Brokers, general contractors, property managers, lenders, title companies	Their clients and vendors need steady local leads and a credible web presence.
Business technology	Web hosts, IT providers, software vendors, payment processors	Customers have the tools but no one running campaigns on top of them.
Community and coaching	Business coaches, chambers, membership networks, faith-based business groups	Members want practical marketing help from someone their leader already trusts.
Complementary agencies	Brand studios, photographers, PR firms, SEO-only shops	They hit the edge of their service and need a delivery partner they can hand work to.

Our ideal referred client

An owner-led business with a real offer, a budget they are ready to commit, and a clear goal such as more qualified leads, a better website, or a follow-up system that actually runs. Service businesses, B2B companies, and local operators in Texas are our strongest fit.

NOT A FIT

- Partners who want to resell our work without accountability for the client relationship.
- Any introduction that depends on promising guaranteed rankings, leads, or revenue.
- Businesses with no budget set aside, or that need a free trial before any commitment.

THE REWARD AND THE EXPECTATION

One reward, one expectation, and no tiers to climb. Every partner is treated the same way.

25%
Of the first month's retainer
Paid for every referred client who signs with Trimark.

1
Referral per week
The pace we ask every partner to aim for.

\$0
Forfeited
Missing a week costs you nothing. Earned rewards are always paid.

IF THE CLIENT'S MONTHLY RETAINER IS	YOUR REWARD IS
\$1,500	\$375
\$2,000	\$500
\$3,000	\$750

What "expected" means

One introduction a week is the rhythm that makes this partnership worth both our time. It is a goal we hold together, not a rule that can be broken. There is no penalty, no clawback, and no lost reward if you miss a week. If things go quiet, we will simply check in and ask how we can make introductions easier for you.

REWARDS IN PLAIN TERMS

The reward is paid once the client's first month's retainer has been collected. For a one-time project with no retainer, the reward is 25% of the first payment collected. All terms are confirmed in your short written agreement.

LICENSED PROFESSIONALS

Attorneys, CPAs, brokers, and insurance agents may be restricted from accepting referral fees under their own professional rules. For those partners we can use reciprocal referrals or in-kind marketing work instead of cash. Please confirm with your own counsel or licensing body before accepting any reward.

HOW A REFERRAL WORKS

Six steps from introduction to reward. You are involved in the first one and informed on the rest.

- 1 You introduce by email.** Copy both the business owner and info@trimarkcreatives.com. Two sentences of context is plenty.
- 2 Trimark confirms.** We reply to both people, thank you for the introduction, and propose times for a discovery call. Target response: one business day.
- 3 Discovery call.** We learn the goals, budget, timeline, and what has been tried before. If we are not the right fit, we say so and point them elsewhere.
- 4 Proposal.** A written scope and flat-fee price goes to the client. You are told whether it was sent, accepted, or declined. Pricing details stay with the client unless they agree to share.
- 5 Kickoff.** When the client signs, we create their project in our pipeline, tag you as the referring partner, and begin onboarding.
- 6 Reward is paid.** 25% of the first month's retainer, paid after the client's first payment clears.

ATTRIBUTION RULES

- The first documented introduction wins. The email is the record.
- An introduction stays yours for 12 months from the date of the email.
- Existing Trimark clients and leads already in conversation with us are not eligible, and we will tell you within a few days if that is the case.
- If two partners introduce the same business, the earlier email gets the reward.

CLIENT CONFIDENTIALITY COMES FIRST

Partners see status only: introduced, in conversation, signed, or closed. We never share a client's results, financials, or private business details with a partner without that client's written permission.

WHAT EACH SIDE HANDLES

A good partnership is clear about who does what. Your job is trust. Ours is delivery.

PARTNER HANDLES

- The warm introduction, in your own words
- Context on the client's situation and goals
- Staying a trusted voice in the relationship
- Mentioning Trimark in your own channels, if you choose to
- Telling us early if something about the client concerns you

TRIMARK HANDLES

- Follow-up, discovery, scoping, and the proposal
- Onboarding, delivery, and day-to-day communication
- Weekly reporting to the client, every Friday by 4pm Central
- Honest status updates to you
- Making you look good, always

The partner enablement kit

Every partner receives these within two weeks of signing.

ITEM	WHAT IT IS
Partner overview	A one-page summary of our services, ideal clients, and results you can describe accurately.
Introduction templates	Copy-and-fill emails and text messages, including the one in the next chapter.
Co-branded one-pager	A single page with your logo beside ours, ready to share with your clients.
Joint webinar or event	A session for your clients or members, with Trimark presenting and you hosting.
Shared content	Guest articles, social posts, and email copy we write that you can publish under your name.
Pipeline review	A short call on every open introduction, what is stuck, and what to do next.

OUR PROMISE ON QUALITY

We do not oversell. We tell prospects what we can do and what we cannot, because a partner's reputation is worth more than any single contract.

MAKE THE INTRODUCTION

The best introductions are short, specific, and sent to both people at once. Copy the template below and fill in the highlighted blanks.

INTRODUCTION EMAIL, COPY AND FILL

To: client email , info@trimarkcreatives.com

Subject: Introduction: Client name and Trimark Creatives

Hi Client first name ,

I would like to introduce you to James Darden at Trimark Creatives. They handle paid ads, website, email, lead follow-up for businesses like yours, and I recommend them because one honest reason .

James, Client name runs business and what it does and wants to goal in one sentence . Any helpful context: timing, budget range, what has been tried .

I will let the two of you take it from here. Thank you both.

Your name

WEAK INTRODUCTION

"You should talk to these guys about marketing. Here is their email."

No context, no reason to trust us, and the client has to start from zero. It is also not clear that you made an introduction at all.

STRONG INTRODUCTION

Names both people, says what the client wants, says why you trust us, and gives us a goal to start from.

The client feels looked after, our first call is useful, and the email is a clean record of your referral.

Three signals that a business is ready

They have said something like "we need more leads," "our website is embarrassing," or "we are not following up fast enough." They have a decision-maker you can name and are open to investing in growth.

Send us a quick note first. We will tell you whether the business sounds like a fit.

PARTNER QUICK SHEET

Keep this page where you can find it. It works on its own.

THE ONE-LINE PITCH

"Trimark Creatives is a Houston-area digital marketing agency that helps owner-led businesses get more qualified leads through ads, websites, email, and follow-up automation."

1

Introduce

One email, both people copied, two sentences of context.

2

Trimark follows up

Discovery call, honest fit check, written proposal.

3

You are rewarded

25% of the first month's retainer. Aim for one introduction a week.

INTRODUCTION SUBJECT LINE

Introduction: Client name and Trimark Creatives

ALWAYS

- Introduce by email, copying both parties
- Say what the business wants to fix
- Tell us early if something seems off
- Confirm your reward in writing

NEVER

- Promise rankings, leads, or revenue
- Quote our pricing for us
- Share a client's private details
- Accept a cash reward if your license forbids it

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