

# Cross-Promotion Guide

This document explains how to increase business-to-business support through social media.

## What is “Cross-Promotion?”

Cross-promotion is a mutually beneficial collaboration between two or more organizations. It can be a one-time special or a long-term partnership. Cross-promotions build relationships and resilience and can increase a company’s customer base and sales.

When establishing a cross-promotional partnership, it is important to:

### Think strategically about potential partners

- a. What businesses have similar goals, products or audiences?
- b. Which one has a brand that “vibes” with yours? (See “branding” in the “Maintaining your Business Page” guide)
- c. Whose business or services supplement yours? (For example, if you provide great hair care, perhaps you can partner with a business that sells stylish clothing. You can create a “Before and After” strategy!)

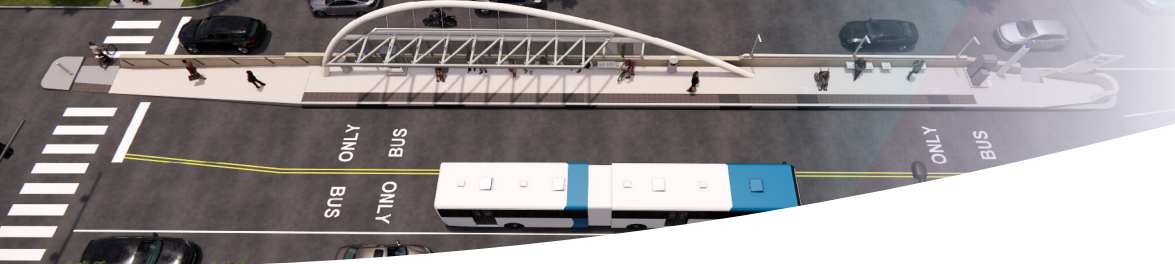
### Develop a promotional plan

- a. “Promotion” means getting YOUR name out there. Cross-promotion means finding ways to enhance visibility for you AND all your partners.
- b. Create something for the customer that participates in your partnership. This can be a coupon or a gained experience. (Examples include: “Visit each of our stores three times and get a t-shirt!” or “Now you get reward stamps at both locations!”).
- c. Consider what resources and reputations you all have. There are various ways to effectively use cross-promotion, including:

- i. Using social media together (more on this below).
  - ii. Hosting partnership events (in-store or at third-party locations)
  - iii. Sending out joint emails with information that includes all partners.
  - iv. Creating cross-promotional displays (signs, products, sign-ups)
- d. Draft a “partnership statement.” Why are you partnering together? Include shared values and goals, then post the statement on your website and social media platforms.
  - e. Add each other’s links and pictures to your websites and social media pages. Begin creating social media content together. (Example: “Hey everyone, we’ve partnered with a really stylish boutique! After you get your hair done, wander over there for a 15% discount!”)

### Analyze the results

- a. Determine whether the campaign was effective by looking at factors such as:
  - i. Social Media: What was your reach – did it go up after you started working together? How many engagements did you get?
  - ii. Website: Was there an increase in site visits while you ran the promotion?
  - iii. Did your business gain new customers or see an increase in profits?
- b. Decide whether to continue the partnership or try a new one.



## Paid Partnerships versus Free Collaborations

Facebook and Instagram offer unique tools for businesses. Paid partnerships increase the flow of customers to your page and posts. Partnering with another business can help you offset costs.

### Paid Partnerships

There are many potential benefits to a paid partnership. Here are two examples:

- Work with an “influencer.” These are people who already have *very* popular social media accounts. Businesses often pay these individuals to help promote one, two or a whole group of businesses.

Be prepared. Influencers often want to work with you on ideas, events, and strategies to promote your interests and theirs. [For more tips and info on collaborating with influencers, click here.](#)

Invite “collaborators” through Meta. Before publishing a post, there will be an option to “Invite a Collaborator” through either Instagram or Facebook. If you select this option and the business accepts, the post will then show up on both “feeds.” (Reminder: a feed is the main section of your page that shows all your posts). This will significantly expand your reach. [For step-by-step instructions on inviting collaborators to posts, click here.](#)

## Collaborating with other businesses on social media

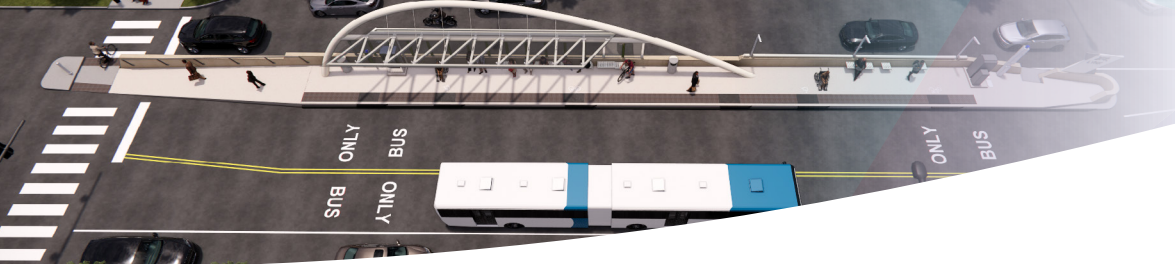
Some partnerships start with your feet hitting the pavement. Working with your neighbors to cross-promote could include sharing your Google Calendar with someone you like and trust, then working together to build each other’s social-media following.

Consider partnering with someone in a different “phase” or “segment” of construction. When they’re feeling the heat, promote them so that when *you* feel the heat, they can promote you. Scratch a back, get a back scratched! Here are other ways to organize your collaboration:

- Does your neighbor have a larger social media following than you? Ask them to post a story directing customers to your store. Return the favor when they ask.
- Schedule a meeting and brainstorm cool concepts together.

Co-create hashtags. (With the exception of the social media site “[Threads](#),” every platform uses hashtags.) Special hashtags make promotions more visible. Use them every time a post is planned for cross promotion.

(Examples: #hairbeforebeauty #icecreamandabeer #haircutsandhappyhours.)



## Sharing Content

Every major social media platform has an option to “share” the content created by others. Sharing is an important way to build online collaborations.

Think of this strategically, though. Be intentional about what you share. Everything you post should align with your brand’s values and goals. Some ideas:

- Plan to “share” a post as part of your regular social media calendar. Share something once per week and save yourself the time of creating content!
  - In addition to sharing posts, you can share other business pages, web links and pictures.
  - Sharing a local post from a business can reinforce relationships and access their customer base as well.
- Ensure that all shared content is visually appealing (only high-quality images!) and will resonate with your audience.
- Get your community involved by sharing something relevant or cool from someone who follows you. Feel free to ask them to post about you.
- Encourage customers to share their experiences with your products or services. Offer incentives for people to post a review anywhere there is a star-rating system.
  - You can buy little stickers for your door/window or counter that remind people to post about their experiences (Yelp!, Google, Facebook and OpenTable are a few).
- Respond to posts online. Thank a customer or business for mentioning you; reassure customers who post something critical (e.g., “We are sorry to hear you didn’t enjoy your experience; we will work hard to get your trust back!”).
  - On your own posts, monitor comments and respond to those who ask questions. Feel free to encourage discussions (e.g., “Thanks for the comment, what did you think of our new display?”).
- Educational and informative content can be a great share. Has there been any big news in your industry? Share it to your followers (especially on LinkedIn) to get them in-the-know.
  - Share posts containing valuable tips and insights related to your business.
  - An article can be good to share, but make sure it’s business-related.
- Avoid oversharing. A good rule of thumb is to keep most of your posts (at least two-thirds) original – advancing your own brand, products or services.
- Monitor the performance of your shared content.
  - Did the reach go up? Did you get more reactions (likes) than usual?
  - Use this data to define your content strategy and improve future posts.