Cross Promo Ideas for SaaS and Software Companies

Grow your SaaS in waves by doing cross-promotions with strategic partners who don't compete, but share the exact same target market as you do!

- [ ] Co-Plan and Co-Host a Webinar
- [ ] Co-Create and Co-Promote Videos (Help videos, explanations videos, promo videos)
- [ ] Co-Brand Ads and Split the Cost
- [ ] Exchange In-App Discounts
- [ ] Add Promotional Offers on Each Other's Paid Thank You Page
- [ ] Email Blast Co-Promotional offers
- [ ] Swamp Guest Blog Posts
- [ ] Create Social Media Posts for Each Other's Social Media Pages
- [ ] Co-Event Sponsorships
- [ ] Add Partner Integrations Examples and Demos in the Onboarding Process
- [ ] Co-Write and Co-Promote a Whitepaper
- [ ] Co-Create and Co-Promote an Infographic
- [ ] Co-Write and Co-Promote a Guest Blog Post
- [ ] Co-Author and Co-Promote a Ebook
- [ ] Co-Create and Co-Promote a Microsite
- [ ] Co-Create and Co-Promote a Free Online Tool
- [ ] Co-Sponsor and Co-Promote a Content or Giveaway
- [ ] Co-Plan and Co-Host a Twitter Chat
- [ ] Create a Partner Discount Page on Your Website
- [ ] Ask to Be Co-Interviewed on a Podcast

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