

# 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
- Swap 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