

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