

## CHAPTER 20

### HOW CROSS-PROMOTION BUILDS EXPOSURE

*“I don’t want to be known as the actress who can sing. I want to be known as the singer who can act, too. It’s great cross-promotion.”*

*~ Mandy Moore*

Cross-promotion marketing is when companies promote each other to the mutual benefit of both. For example, when McDonald’s cross-promotes Disney. Disney wants to market their children’s movies. McDonald’s wants to sell more Happy Meals. Together, they can sell more Happy Meals and movie tickets. Enter cross-promotion marketing where both sides win.

How it works is Disney provides action figures from the movie to be placed in McDonald’s Happy Meal boxes. It’s a perfect cross-promotion as both companies are marketing to kids with the idea being that some children like Happy Meals but haven’t heard of the movie. And while there are other children that want everything involved with the movie, i.e., action figures, they don’t necessarily know about the Happy Meal.

Thus the two companies are able to increase sales off of each other’s customer loyalty. McDonald’s increases the number of Happy Meals sold to Disney’s customers. Disney increases sales of movie tickets from McDonald’s customers. Thus both companies increase sales by promoting the other company’s products.

One of your goals should be to develop cross-promotion marketing opportunities with a complementary, not competitive, business for like-minded consumers of your products or services. Solicit other independent business owners who will eagerly join the bandwagon to build your respective marketing strategies by exposure to each other’s clientele. That saves everyone money and builds the overall “merchant community,” which is very important.

Cross-promotion marketing works for all sizes of businesses—not just the large ones. As a matter of fact, it is something we usually recommend to all our clients. The reason: it is one of the most cost-effective ways for business owners to increase sales. Just like a large business, by sharing the costs and customer databases, you can benefit from businesses that complement yours.