

# 5 Creative Ways to Cross-Promote Your Web Presence

*This is an extra resource to go along with the original article:*  
[How to Create an Engaging Web Presence That Instantly Wins Customers](#)

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Having a strong web presence is vital to the success of your business, and you want to use as many channels as possible to expand the reach of that presence. Here are a few creative ways to promote your presence to reach more customers.

## **#1. Run a Campaign with Similar Businesses**

If you offer any sort of valuable content on an ongoing basis, consider joining up with similar businesses to do a joint venture, like an ebook or blog post. Not only does it add value for both of your individual customers, but you get a big boost in promotion with each other's users, too. Not to mention that sharing is a good thing anyway.

Google, for example, has a great web presence not because it competes with other sites like Bing and Yahoo!, but rather because they often enlist the help of the industry's smartest people, many of whom came from those competing companies.

## **#2. Co-sponsor an Event**

Again, sharing is caring. Co-sponsoring an event, whether with your competition or with an ally, will allow you to cut your event costs in half and ensure that you get the other company's audience and customers in attendance.

You can choose to host an online event (live streamed or prerecorded) geared toward your target audience. Just make sure all companies you're cross-promoting have equal visibility.

## **#3. Start a Referral Program**

There's really no better way to cross-promote your presence than by having your current members or users do it for you. If you offer a certain incentive for people to follow you on social media, visit your website, (ideally) purchase your product or service, or subscribe to your membership, you've not only added business but also provided something of value twice over. It's a win-win.

#### **#4. Integrate Your Email with Social Media**

One of the most strategic integrations you'll ever make is to combine the forces of your email marketing with your social media. That's because you probably use social media as a CRM tool to strengthen the connection with audiences before converting them, which is the exact same function as your email campaigns.

Combining these two channels is a no-brainer, and the best way to do it is to add social media posts to your weekly newsletter or email promotion.

#### **#5. Contribute Content to Other Sites**

Guest posting on another site's blog or content resources can provide a whole new platform for you to reach out an entirely new customer base without having to promote someone else's stuff.

If you only rely on your own channel for promotion, you're reaching out to the same people over and over again. Posting guest blogs on other sites introduces you to people who may not have heard of you otherwise and who may have incentive to become loyal followers (if your content's up to snuff, that is...).