

Cross Marketing

The concept of **Cross Marketing** is simple. Cross marketing refers to the process of two or more companies promoting each other.

Finding and developing these types of relationships can be tremendously valuable. Cross Marketing ideally involves two non-competing businesses with prospects that are similar.

I look for companies that have products and services that complement my performance business and work with the companies that provide them to promote their offerings as well as mine simultaneously.

Cross marketing is a great way to gain some exposure without having to go broke. Here are some real-world examples.

One of the restaurants where I perform runs different specials throughout the year and will print promotional fliers that give details about their specials as well as promotion of professional entertainer DJ Ehlert.

I in turn post information about the restaurant on my website including links to their website as well as helping distribute their flyers in the party bags that my customers receive after enjoying one of my performances.

I am also the Jelly Belly promotional magician. I perform multiple dates every year for this very popular candy company. This company hosts tours through the factory and allows me to distribute my promotional material to their customers.

Jelly Belly also promotes the fact that I will be “Appearing” at their location with flyers that are distributed throughout our area as well as in many local newspapers and magazines.

I help promote Jelly Belly by distributing flyers for their promotional dates to my customers as well as giving out free samples of Jelly Belly Candy (provided to me by Jelly Belly).

I also took a patch of the Jelly Belly Logo and had it attached to a solid color tie. I wear this occasionally as I perform at the Jelly Belly as well as in public.

Cross Marketing may sometimes require thinking outside the box.

For example, I have a relationship with some people that run a real estate title company. The title company spends a lot of money on advertising and is involved in many community events.

There is an annual family event called Kite Flight along our city's lakefront at which many local businesses sponsor a booth and have raffles and prizes etc.

This two-day event draws thousands of people and I had considered sponsoring a booth myself. My friends from the title company were looking for ways to draw attention to their booth and draw in more people.

I proposed a cross marketing deal to the title company. I would perform at their booth during the event helping to draw in more people and in exchange the title company would include my website in their radio commercial as well as allow me to give out my promotional material at the booth.

This was a win-win for both of us. Not only did I draw a significant amount of traffic to the title company booth, but my name and website was aired eight times a day on a very popular local radio station for over a week!

You can hear the exact radio ad that aired on your Success Strategies Audio CD.

I handed out several hundred jumbo dollars at the kite event as well as coupons for a weekday family shows promotion that I am running. I started booking shows the first day before I even made it back to the shop.

I have since booked thousands of dollars worth of private performances as a direct result of this one cross marketing deal and the leads keep coming in.

I have also developed a relationship with the largest movie theatre complex in my area. This complex is the host of many family parties in their party rooms. This theatre also has 60,000 plus visitors per week!

The theatre provides me with posters of the G rated family movies that are coming out. I place the posters in my store and promote the theatre to my customers.

The theatre allows me to place my performance posters up at various locations in the theatre, place promotional material and coupons on their marketing table, as well as physically distribute my promotional material to patrons as they are arriving or leaving the theatre.

When I am finished performing at one of my restaurants I will stop by the theatre. I gear up with some dramatic magician attire including a large felt top hat, a full length black cape, white gloves, and a unique cane.

This of course draws a lot of attention. Which is what it is supposed to do 😊. I then proceed to hand out many Jumbo Dollars as I exclaim “FREE MONEY!”

I also hand out whatever coupon or promotion I am currently running. This is very effective advertising. I usually only stay for about 20-30 minutes each time which is plenty of time to rustle up some interest.

Beaners is a beverage chain similar to Starbucks. They offer a variety of coffee, tea, frozen drinks, soups, and sandwiches. When Beaners opened a location in my town they were interested in getting the word out about their new location.

Beaners agreed to help promote me to their customers as well as have customized coupons printed for me to distribute to my customers that offered a Free beverage of their choice.

These coupons were a big hit with my customers. I handed out several of these personally and also sent them out with my thank you letters to my local clients. It was a great way to reward my customers and at the same time help promote Beaners.

Nick-n-Willy’s Pizza is another franchise business that I was able to engage in some cross marketing with. The local store has one of my 8x10 promotional photos framed as well as one of my Kenosha Magic posters hanging up for their customers to see.

Nick-n-Willy's also distributes a customized promotional flyer with a coupon for Kenosha Magic on their pizzas for me. I also helped promote Nick-n-Willy's with the customized coupons that offered a Free 14" Large-Topping Pizza.

You can imagine how pleased my clients were to receive these valuable coupons. I also periodically distribute various coupons and specials for Nick-n-Willy's in my party bags.

I offer pizza as a deluxe party option to my clients that host their party at my in house party theatre at Kenosha Magic. Do we make the dough fresh every morning and hand make every pizza?

We decided to develop a relationship with a local pizza delivery. The pizza company delivers pizza to our store at or before the time we need them every time. We also are able to receive a discount as we order a large number of pizzas every week.

I have a custom coupon that offers a weekday party discount and the pizza delivery attaches these coupons to pizzas as they send them out to their customers. You may have already guessed. When they call to book their party at our store they also order pizza from our friends at the pizza delivery.

A local sandwich shop was interested in promoting their business with a customer of the week ad campaign. They placed my head shot photo as well as the name of my business in their local magazine advertisement.

This is just another great example of how to get some exposure without having to shell out your hard earned cash.

I also provide many of the local businesses in my area with an autographed 8x10 of myself. These are very valuable gems.

Is it because they are autographed?

SMACK! No, the pictures are valuable because they are great free publicity when they are posted up. Many of my clients will visit the businesses that have my photo and initiate a conversation about a show I have performed. These photos also create interest in my performances as well as keep me at the top of the consciousness of my clients and local business owners.

Want more free publicity? I enjoy raising money for local charities as well as for others in need across the nation. I periodically host events that the public will find interesting and will enable us to raise some money.

Easter bunny, Santa Clause, Elmo, and free magic shows are all examples of themes we have used successfully. Attracting the public is key to the success of these ventures. Many local newspapers and magazines will publicize these fund raising events for free if proceeds will benefit those in need.

A natural result of hosting these events is free publicity for my business. This is a great win-win for everyone involved.

Interested in some TV exposure? One of the ways I acquire free exposure on television is by donating gift certificates for a free performance to a public television auction.

I was surprised to learn how many people would find out about my business through this strategy. I have also acquired many new clients as a result of this type of promotion.

These cross marketing deals and publicity strategies are just examples of the many that I engage in. I have several cross marketing deals with local businesses that keep my name in constant circulation without having to go broke with heavy advertising.

I usually begin these cross marketing relationships the same way I acquire new customers. I will sit down with the decision makers, go through my portfolio with them, and show them examples of my success with others.

Do your homework. Think of some examples of a cross marketing campaign that will be of great benefit to your prospect. Study their marketing material, go to their website, and get as much information as you can.

By being prepared before you talk with your prospect you will greatly increase your chances of developing a mutually beneficial relationship.

There are many businesses that are interested increasing their exposure effectively that would be ideal candidates for a cross marketing deal.

Bowling alleys, theatres, country clubs, retail stores, tent rental companies, and restaurants are all good examples of businesses you can have a cross marketing relationship with.

These cross marketing strategies alone have been worth an untold fortune to me and should not be underestimated.

I encourage you to start building relationships with businesses in your area so you can begin your own cross marketing campaigns.

The following pages contain some actual pieces that were used as part of my very successful cross marketing campaigns. Study them carefully and use them as examples to create your own marketing pieces, cross marketing deals, as well as generate some free publicity for yourself.