



[Allied Social Media Networking] SOP

How to Cross Promote with Other Businesses

1. When posting an image of an event to Instagram make sure that you “at” (@) the other companies that worked the same event - for example - Thanks to @AmpaEvents for the excellent lighting!
 - If there are a lot of other vendors that you want to acknowledge in your post you can tag them in the image itself. Instructions on how to do so here: <https://help.instagram.com/174635396025538>
 - You can also include a list of vendors in the comment of your post - for example “Vendors Featured: @AmpaEvents @Company @Compay and @Company”
2. When talking about an event on another social media network like Facebook or LinkedIn be sure to tag the other vendors in your post by tagging them (“@ing”) - this can be done like this: “Thanks to @AmpaEvents for the Lighting!” or a general list like “Vendors Featured: @AmpaEvents @Company @Compay and @Company”
3. If you’re writing a blog post about the event, mention the other vendors and include links to their websites when

you do. Make sure that you have the link open in another window though so that people don't leave your website.

4. Ask a company that you work with often to write a "guest blog" for your blog! This is a great way to not only cross promote, but help build a relationship with others in your business. Be sure to share that guest blog on your social media networks!
5. Offer to add them to your "Partners" page on your website. The Partners page will include a link to their website as well as their social media pages.

How to Ask Other Businesses to Cross Promote You

1. Reach out to a business that you know you worked with and that has an image posted to their social media of an event that you also worked. Ask them if they would be willing to add you to their tags and provide your social media handles. Be sure you already have them tagged in one of your images.
2. Provide an image of an event that you both worked and asked them if they would be willing to share it to their social media with you tagged. Be sure that you do the same thing for them!
3. Offer to provide a guest blog post if the company you're working with writes blogs. Then ask them to share to their social media while letting them know that you'll be

sharing on your social media as well.

4. Ask to be featured on their Partners page - provide logo, and all links to the company.

Some Other Ideas

- Create a co-branded advertisement for the local newspaper. For instance, if a mortgage broker, real estate agent and moving company purchase a joint advertisement, the costs will be one-third of those for a solo ad.
- Use social media outlets. Add comments to a business partner's Facebook page, or Tweet about the company.
- Send out a joint promotional e-flyer using your combined mailing lists.
- Run a contest with prizes from all your partners. For example, a florist, beauty salon and dry cleaner in a strip mall could hold a Valentine's Day drawing where the winner receives a dozen roses, a manicure and \$50 worth of dry cleaning.
- Co-produce a lecture at the local library. An interior designer and a furniture store could talk about inexpensive ways to revamp a family room or teach attendees how to color coordinate a room.
- Include promotions and discounts for partners on your invoices. Offers might include 10 percent off an upcoming order or free shipping if customers order from both companies.
- Share a booth at trade shows, business expos or other events where both companies can land clients.