

# CROSS MARKETING

## 1. Working Across Different Media.

### a. Repurposing of Content.

- i. **Articles/Content.** Articles and other content can be published in other publications to help create brand awareness and drive traffic. For example, EQA has a bimonthly Equestrian Adventurer Travel column in riding magazines around North America, and now internationally as well.
- ii. **Commercial sites.** Commercial sites are now seeking more content to attract traffic and build site loyalty. Consider setting up a content section on heavily trafficked commercial sites that are relevant, with links back to your site. This can include providing one or more blogs to a commercial site.
- iii. **Mini-marketing.** Repurpose content in ultra short versions for different types of Web sites. For example, EQA maintains sections on several travel blogging/posting sites with short entries on different vacations we are featuring.

2. **Social Networks.** Social networks such as MySpace.com are among the most highly trafficked Web sites. Open a MySpace for your publication; market through your “friends”. EQA uses its MySpace to promote its site and attract Newsletter sign-ups.
3. **Enter the Blogosphere.** The largest companies such as General Motors use blogs on their sites to attract traffic. Link to other blogs. Provide information that isn’t on your site elsewhere. Currently search engines heavily favor blogs. Register with Blog search engines such as Technorati and Feedster.
4. **Viral Strategies.** Post in Reader Forums to promote your site or publication. Create Viral emails. Go “low-tech” - EQA has postcards at horse shows.
5. **Paid Advertising.** Because search engines are overwhelmed with the growing number of sites, more internet based companies are using paid advertising in magazines, billboards, television, and radio to build brand awareness and drive traffic.
6. **Newsletter.** Build your newsletter list and use your Newsletter to cross promote with your advertisers.
7. **Contests.** Run contests in conjunction with your advertisers; use contests to increase your Newsletter subscriptions. Use your Newsletter list to promote contests.

8. **Search Engine Optimization.** Make sure you are search engine optimized as much as possible. Constantly reevaluate. Yahoo (approximately 30% of the search market) and Google (approximately 50% of the search market) have paid search programs. Follow “best practices” for meta-tagging, alt-tagging, page titles.
9. **Domain pointing and generic sites.** Register “generic” site names and point them to your site, or format them as so-called “generic” sites which can earn additional revenue.
10. **Link exchanges.** Help raise search engine rankings. But follow Google and other search engine “best practices.” Avoid link farms.
11. **Who is your audience?** Continually reevaluate whether or not you are missing an audience you could cross-promote to. Is your equestrian publication also a “lifestyle” magazine? Are there people outside the breed or discipline you are focusing on who are possible readers? EQA is aimed at equestrians, but we try to do a reasonable amount of marketing to “would be riders,” including publishing short pieces on general travel and adventure Web sites.



**[www.EquestrianAdventurer.com](http://www.EquestrianAdventurer.com)**

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