



Think tomorrow
Cross-Marketing today





Cross-marketing basics

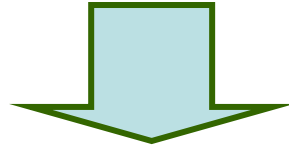
- o **Similar** niche market
- o Complementary **partner** (non-competing)
- o **Exchange/Bundling** of marketing channels

Relevant low budget marketing





Example



 Zo zullen wij deze zomer aanwezig zijn op [Temploux](#), de verzamelplaats voor [stripliefhebbers](#), [philatelisten](#), [numismaten](#) en [verzamelaars](#). Allen daarheen!

 Verder zijn we in het najaar aanwezig op de [Facts Conventions](#) te Gent. [Fantasy](#), [Manga](#), [Comic](#), [Star Wars](#) en andere [Sci-Fi adepten](#), wees erbij!

Tenslotte zullen wij in de loop van de maand september een eBay universiteit organiseren om u al de mogelijkheden op eBay te laten ontdekken. Maar daarover later méér...

Wij gaan eerst een [terrasje](#) doen, het is ons nu even té warm.

Nog een fijne zomer toegewenst,

Het eBay team

naar 





The site

The screenshot shows the IntroNiche website interface. At the top left is the IntroNiche logo with the tagline "Cross-promotion classifieds". To the right are navigation links: Home, View ads, Post ad, Contact, FAQ, About us, and Blog. Below the logo is a search bar with fields for "Username" and a password field (represented by dots), a "login" button, and a "Post a classified!" button. A green sidebar on the left contains a "Browse by niche" section with dropdown menus for "Region", "Language", "Market type", and "Interest & Industry type", along with a "More niches" link and a "browse" button. Below this is a "Browse by Monthly reach" section with a dropdown menu showing "1 to 5000". The main content area features a featured advertisement titled "Cross-promotion deals save marketing costs and increase business!" with a 3D character holding a megaphone. The ad text says: "Make win-win barter deals to promote your business. Use [cross-promotion marketing](#). Register now & [place a free classified ad](#)". A "Place classified ad" button is positioned to the right of the ad. Below the ad is a "Latest Ads" section with a list of links: "Warm-up for Euro 2008", "Opportunity to reach high volume", "Stock Market Coaching", and "website creation".





The opportunities

 Seeking organizations providing service to HR departments in the U.S.

[Please explain in your own words, fill in or delete where necessary:] I'm looking to cross-promote my business with complementary business partners. What my company does: Provide online services to HR departments in education, government and non-profit organizations. Who I'd prefer to partner with: Service organizations serving these markets based on traditional services. Please don't hesitate to contact me if you want to propose a cross-promotion deal. Just click on the "contact" button on the right hand side of this classified.

Niche Components:

[English](#) [Large Corporations \(b2b, governmental\)](#)
[Services](#) [Consultancy & Information](#) [Goodies, Trials, Invites & Samples](#) [Newsletter/Direct Marketing](#)
[Salesforce & Direct Sales](#) [Shop, Events & Tradeairs](#)
[1 to 5000](#) [HR](#) [human resources](#)

Similar links

- [Medical Billing](#)
- [Looking for Coaches to team up with!!](#)
- [1st Choice Funding Provides Todays "Financial Bridge"](#)

→ User information

Name: [David Sloves](#)
Country: United States
Company: S3 Technical Solutions, Inc.
Language(s):

- English

www.monitorbenefits.com

[contact](#)

→ Open for deals in

- [Consultancy & Information](#)
- [Goodies, Trials, Invites & Samples](#)
- [Newsletter/Direct Marketing](#)
- [Salesforce & Direct Sales](#)
- [Shop, Events & Tradeairs](#)

→ Monthly reach

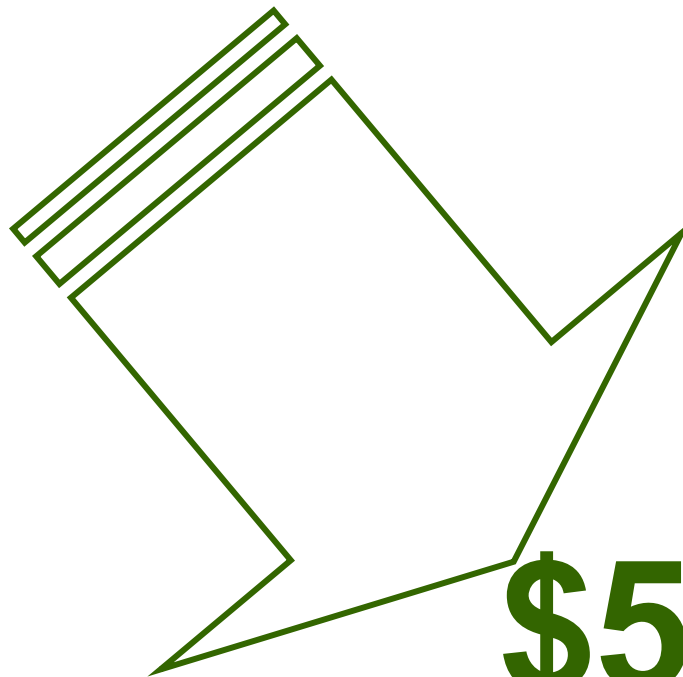
- [1 to 5000](#)





Business model

Initially **for free**



\$5 per monthly ad





IntroNiche: recap

- o Online
- o **Classifieds**
- o Platform
- o For **Cross-Marketing**





IntroNiche

