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professional advertising company,

# How Cooperative advertising and marketing Can Promote Your Business

Partner With Other Businesses to Keep Advertising Costs Low

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## Pros of Cooperative Advertising?

- **Reduced costs.** Whether it's two businesses working together, or 10, the result is a much smaller investment to get the same number of advertising impressions. From billboards and bus shelter ads to digital campaigns and radio, you get the same reach for less money.
- **Greater exposure.** The more money you have to spend on a campaign, the more people you can reach. When you are pooling your money with another business (or businesses), you can pay for advertising mediums that generate a much bigger footprint. Instead of that small billboard tucked behind a bunch of trees, you're getting a massive board on a major highway exit.
- **Mutual prosperity.** There's an old saying; a rising tide lifts all boats. This can definitely be true when dealing with cooperative advertising campaigns. Separately, the outcomes of two different campaigns would have been ok. But together, both parties benefit from the union of the two brands.





## Examples of Cooperative Advertising

If you've ever seen billboards featuring McDonald's and Coca-Cola products, that's a major piece of cooperative advertising. Most likely McDonald's paid the lion's share of the invoice as the board is overwhelmingly branded with red and yellow, a Big Mac meal, and perhaps even an arrow directing you to the nearest restaurant. BUT, Coca-Cola helps offset the bill and gets prominent placement on the ad. Everyone's a winner.

In another example, four small businesses want to create a circular for an upcoming event—let's say Black Friday. They are all based in the same town, in the same strip mall, but none of these businesses has the cash on hand to create and print the piece. In this case, they all benefit from cooperative advertising. Each business gets a share of the circular, and they all get in front of a lot more consumers than if they had tried to do it on their own.

If you are planning to engage in cooperative advertising, pick your partner carefully and make sure the outcome will be beneficial for both parties. Also, look at the real estate and see if one party should be paying more than the other, especially if they are getting more exposure and better placement on the campaign materials.

## what can we do?



### lower advertising costs

Bringing a group of small businesses together to form an advertising partnership



### Create ad

Design creative collaborative advertisements

+1-800-1234-567

# Contact us

## Address

Rt. 66, Downtown, Washington, DC

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## Get In Touch

Rt. 66, Downtown, Washington, DC  
BLUETTI299@gmail.com  
1-800-1234-567