



## Good Practice Advice Note Number 1: Cross-Marketing

Cross-marketing or cross-promotion is a well known and well used marketing technique where customers of a product or service are targeted with promotion of a similar or related product. Within the context of ERIH, cross-marketing is where an ERIH member site will promote other ERIH sites - these can be other sites within the same locality or region or other sites with a similar theme or 'offer'.

Cross-marketing within the ERIH network has always been seen as part of the ERIH concept and model. It is an effective yet simple method for encouraging visitors to ERIH sites to visit other sites in the network. Not only will this help to build the ERIH 'brand' but also encourage more visitor activity and help to raise awareness about the stories of linkages and connections within European industrial heritage.

The most effective way to engage in cross-marketing within ERIH is for sites to be part of an ERIH Regional Route. This will connect sites within a locality so that together they tell the story of the industrial heritage of that area. The promotion of the Regional Route will encourage visitors to one site to visit other sites on the route.

There are a number of practical and simple steps that sites can take to engage in ERIH cross-marketing, either as part of a Regional Route or as an individual ERIH site.

**1. Ensure your site is clearly identifiable as an ERIH member site.** Anchor Points are supplied with attractive signage which should be displayed where it is clearly visible by visitors. Other member sites are supplied with A6-sized, self-adhesive stickers displaying the ERIH logo, website and the words "Member of the European Route of Industrial Heritage". These can be displayed anywhere that will be visible to visitors, for example, on the entrance door to the reception and within the reception area.

**2. Identify and get to know other ERIH sites in your area,** particularly those where there is a thematic or historic connection with

your site. Familiarisation visits to other sites for staff, especially front of house staff, can be useful in giving staff an increased awareness of other ERIH sites in the area and how the stories of the sites inter-connect.

**3. Create a display area** in the visitor reception area for the ERIH leaflet and leaflets from other ERIH sites.

**4. Work with other local ERIH sites** to explore the possibility of using incentives to encourage visitors to visit other ERIH sites. For example, a simple loyalty card (similar to those used by cafes and coffee bars) could connect a number of sites, each of which would stamp the card when visited, and a full card would entitle the visitor to a special offer at any of the sites.

**5. Use social media** to connect with other ERIH sites and to share, like or forward postings. For example, share information about events and activities at each other sites. This will help to strengthen links between the sites and staff awareness about other sites.

*In conclusion, ERIH cross-marketing is based on the principle that ERIH sites can gain more from working together than by operating in isolation and viewing other sites purely as competitors. Cross-marketing is one element of the wider concept of networking and joint working which can be so beneficial to sites and attractions.*

### FOR MORE INFORMATION:

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