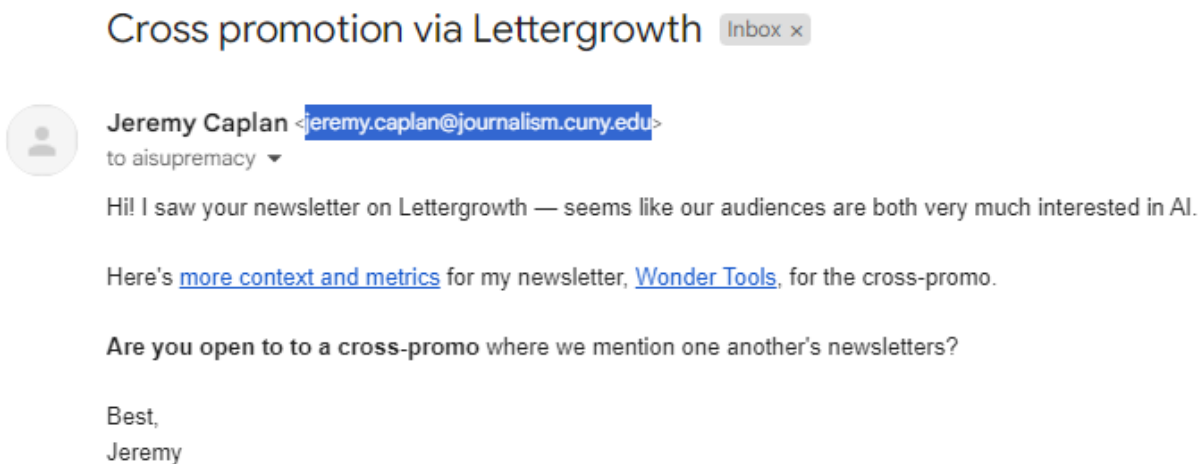


# What is a Peer Cross Promotion Partnership?

My case study today is [Wonder Tools](#), who reached out to me with this Email. I had never previously heard of this Newsletter. He found me on [LetterGrowth](#). The first to reach out to me there.

His Email to me:




1. We each do one cross-promotion of each other's Newsletter in our Newsletter (usually at the top of the issue)

My Template to Promote his Newsletter - logo - header - details - Call to actions(s) =



### Discover the most useful sites and apps

- [Wonder Tools](#) is a free weekly newsletter that helps you discover the most useful sites and apps.
- More than 36,000 readers rely on it to save time and stay ahead of the curve.
- Avoid missing out on new A.I. tools, apps and things that might benefit you.
- A well-known reader Tweeted "One of the most useful weekly newsletters I get." [Get it free in your inbox](#)



**Wonder Tools**  
Wonder Tools helps you discover the most useful sites and apps  
By Jeremy Caplan

Subscribe

Subscribe to Wonder Tools

Link to Newsletter Issue: TBA:

2. One promotion (usually a restack) on Notes

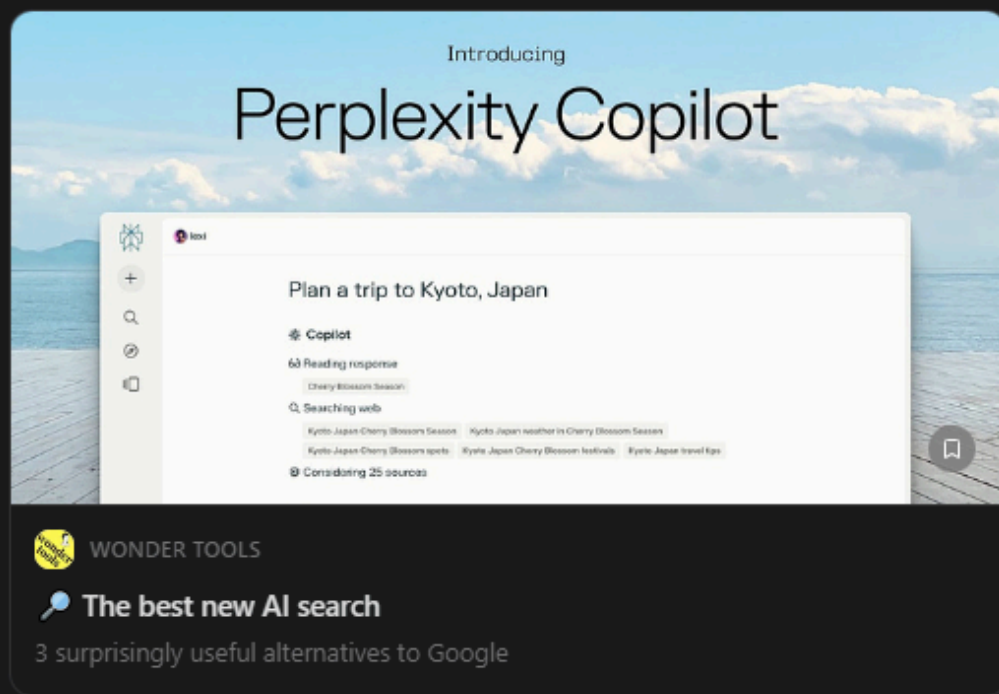


Michael Spencer ✓ 3m





I like reading deep dives on specific AI tools like this one by Wonder Tools by [@Jeremy Caplan](#)


With OpenAI aiming to have a Google competitor, Perplexity evolution has been interesting to watch.

But free users don't always understand the power of this tool. Lean more below 📌



3) We Super follow Eachother on LinkedIn and support each other's posts:



## Jeremy Caplan



(He/Him) · 2nd

Director of Teaching and Learning at CUNY's Newmark Graduate School of Journalism


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Craig Newmark Graduate School of Journalism at CUNY



Columbia University - Columbia Business School



And like their posts:



**Jeremy Caplan** (He/Him) • Following

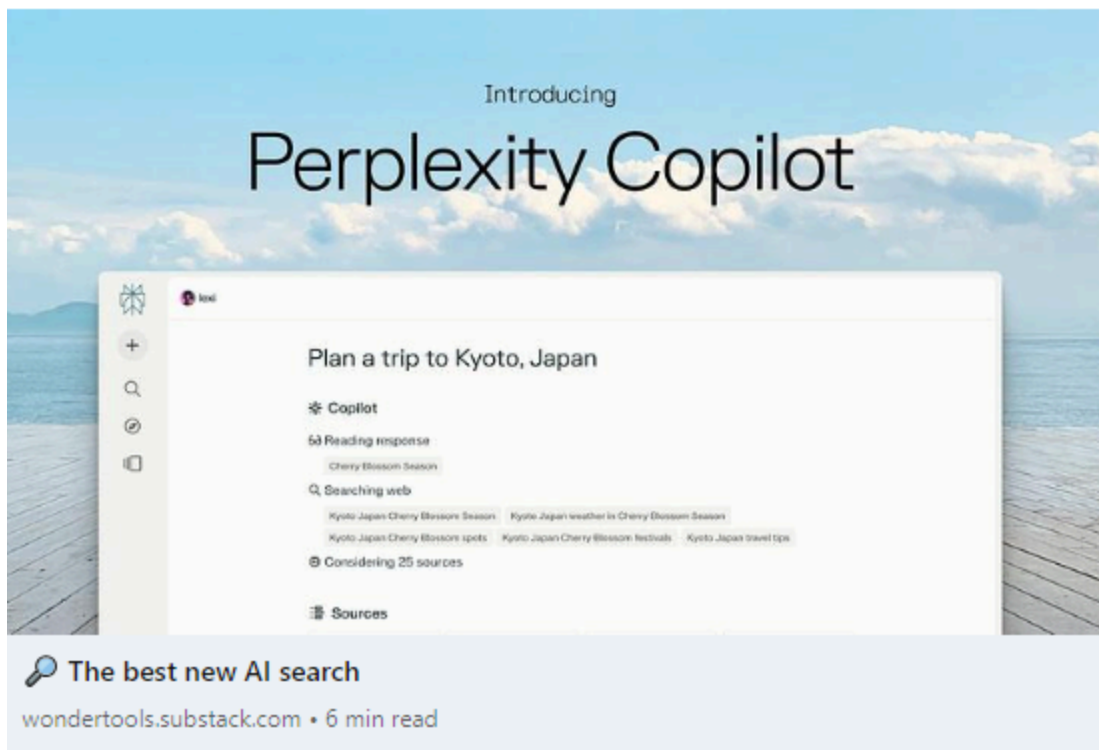
Director of Teaching and Learning at CUNY's Newmark Graduate School ...

7h • 🌐

...

I explored AI search in a new [#wondertools](#) post.

Bottom line: the stranglehold Google had on search is loosening. These useful new alternatives work well in specific contexts, and others are coming. I'll be curious in the months ahead to see how search habits continue evolving.



👍👏 18

1 comment • 2 reposts

Reactions



+10

Interesting, please...

Love it...

Sharing this...

Interesting! I like



Like



Comment



Repost



Send

# Why Do Peer Promotions?

- At scale sharing traffic and boosting each other helps with the organic reach and growth of our business.
- While recommendations are passive and reach secondary readers, direct cross-promotions are more intentional, nominating each other to actively engaged readers results in more valuable signups.
- Doing cross promotions with Newsletters of roughly the same size, with topic intersections and similar audiences is advisable.