

Strategic Marketing delivers sustainable growth



What are your marketing plans in a slow economy?

More often than not, when times get tough marketing gets the bullet. In some cases where there has been an incorrect allocation of resources within a company this may be justified. But in most cases it is a mistake. Sometimes a very costly one!

We're not in the music business but I think Billy Ocean got it right:

"When the going gets tough, the tough get going!"

Marketing, when done properly, will attract customers to your business and convert their interest into paid sales - money in the till.

When the economy is slow many managers think, "Let's reduce expenses" and look for those expense items that seem to be irrelevant to achieving immediate sales. Marketing activities such as advertising, public relations, lead generation, research and sales incentives may be targeted."

However, history has shown that it is the companies who continue with aggressive, yet relevant, marketing during the slow times that are first to emerge when the economic tide turns. The continued marketing efforts maintain a premium position in the mind of their customers.

In a slow economy, the best way to market your company, is to target your existing clients by offering them incentives,; ask them for referrals by offering another incentives. Your employees can become your customers, if you offer incentives through them, they can call friends and family members.

You need to target non-profit associations by offering them few incentives in order to promote your company through their members.

You can reduce employees hours, and boosting your marketing investment by promoting your company using any variety of marketing approaches. It doesn't have to be advertising, if you haven't tried other approaches there are plenty that will cost you little or no real money..

Anytime you advertise and market your company, you need to offer incentives.

You need to retrain your employees to handle eggs careful because you cannot afford to lose one client at any cost in a slow economy. At the same time you need to empower them. A client

of ours after giving their staff the right to offer a discount if the customer bought 2 items, suddenly was selling 2 items 7 to 10 times a week.

Marketing requires initiative, an understanding of what works and the ability to spin successful approaches used in other industries. Whilst your business is unique, your desire/need to sell is the over-riding concept.

With over 700 marketing tactics in our kit-bag, give us a call, meet with us. Until we agree to collaborate on getting a new view of the world with you, we're not going to bill you. We are happy for you to the judge of whether you agree there is a road to improvement. Call Craig or Shireen at Better Business by Design and let's talk.