

HERE'S WHAT THE EXPERTS SAY ABOUT TOUGH ECONOMIC TIMES!



WORDPRESS.COM

It doesn't really matter when it ends, only that it will. The moves you make before it does will likely be your most profitable since they'll position you ahead of competitors and revenue will drop right to the bottom line once growth returns.

Prospects have to be very familiar with a vendor before they're willing to change the way they do business. It takes time and resources to build up to this level of familiarity.



"Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does." Cutting your advertising budget simply means increasing your competitor's share of voice.



Whatever you do, don't make the mistake of cutting advertising from your budget during a recession. This may seem like it is saving you money but will cost you more in the long run or may take your business from Slow Sales to NO Sales! Businesses that advertise and drive their brand through a recession reap the rewards long after the hard times are over.



Home of The Register-Mail

Companies that scale back advertising to weather the recession risk sales declines that could linger long after the economy rebounds, "Reducing advertising is something you should not do, even during a recession. You're cutting your throat now, and you bleed out over time... but brand equity is intricately tied to sales. So if you lose brand equity because you reduced advertising, your product isn't going to be top of mind and you won't be one of the products people think about – now or when the economy rebounds."



RBR/TVBR observation: Once again we see suggestions about surviving a recession, and once again there is no mention of cutting back on advertising and marketing expense. Those that cut it out have an excellent opportunity to sink deeper into the gloom. But the companies that keep these things going have an excellent opportunity to permanently grab market share.

Merchant Circle



However, if you have to cut marketing spending, then try to maintain the frequency of advertisements by increasing the use of direct marketing, which gives more immediate sales impact.



MarketingProfs
Smart thinking ... pass it on.

"If your company reduces communications to your current and potential customers and your main competitor maintains or increases communication to your current and potential customers, whose business is more likely to grow during and following the recession?"

LSI Research

Latent Semantic Indexing Hub

The businesses who devote time, effort and money into an effective advertising campaign that will end up as the market leaders, regardless of your niche, and those that hold back on advertising and marketing will be the ones that suffer the full wrath of the recession.

womens marketing forum

Harvard Business School; found it well documented that increasing advertising during a recession, when competitors are cutting back, can improve market share and return on investment at lower costs than during good economic times."

Otago Daily Times Companies that continue to advertise through a downturn grow significantly more quickly as the economy improves.

Economist.com Advertising budgets tend to be one of the first things cut when times get difficult, though it often costs firms more in the long run to recover the resulting lost ground.


dynamic BUSINESS Let's grow Companies that continue advertising during difficult times will increase their marketing share and reap the rewards as the economy shows the signs of recovery.


The Force 5 Connection Sharing ideas, building community Nearly half of U.S. adults believe that a lack of advertising by a retail store, bank or auto dealership during a recession indicates the business must be struggling. Likewise, a vast majority perceives businesses that continue to advertise as being competitive or committed to doing business.

MondoBeat MONDO TO INSPIRE YOUR MARKETING MYTHOS - **McGraw Research Laboratory of Advertising Performance** found that those who maintained or increased advertising during a recession averaged sales growth of 275% over the preceding five years.

- **American Business Press** Study revealed sales and profits could be maintained and increased in recession years and in the years following by those who maintain an aggressive posture while others become non-participants.

- **Harvard Business Review** Report of 200 companies found that sales increases came from companies that advertised the most during the recessionary year.

gulfnews.com  Hold the mayo, not the marketing: Even during an economic downturn you want to lay the foundation for expression. If you continue advertising, you'll be poised to pick up new customers when the economy begins to turn around. No one knows when the economy is coming back, Ceru says. "When it does come back, Coru says. "It tends to come back rather quickly. You could miss the beginning of the uptick, when small businesses in particular have an opportunity to gain new markets, new customers or increase their market share."

Experian QAS  Firms that continue marketing during the downturn will be well-placed to attract customers when the economy picks up again. "We will find out who the smartest companies are when the recession is over," she commented. Ms Burdon added that it is "vital" that businesses continue their "conversation with the public" during "difficult times".

ADWEEK Ad and marketing budgets should be maintained in tough times because... "The choices were." "It's an opportunity to wind mindshare," "It's even more important to win sales", "Big payback will come later".

ADOMAGAZINE.COM Everybody is Creative AICI "If someone tells you they are cutting back their ad budget because of a recession, ask why they advertise in the first place. Business history books are full of examples of companies that maintained or increased their ad budgets during recessions and found that at recession's end they had leap-frogged their competitors by wide margins".

bytestart.co.uk the small business portal If it wasn't so serious it would be laughable. If you need to control costs in your business, cut your own salary or get rid of the cleaner. The last thing you should stop spending on is marketing. Yes it's OK to switch to cheaper marketing methods to make your budget stretch even further. But the moment you stop your business being out there, you will find the market responds accordingly.