

## 5 Reasons Not to Cut Your Marketing Budget in a Recession

*Here are some reasons it might not be a good idea to cut your marketing and advertising budget right away when times are tough:*

### **1. Your reputation can suffer.**

- People can view businesses that cut advertising as having trouble. If you're not advertising, you must be struggling, right?
- If the viability of your business comes into question in the minds of your customers, they're less likely to come back.

### **2. When times are tough, people look for deals –**

*and will sometimes go well out of their way to find them.*

- Continuing to advertise in such a marketplace and catering to customers looking for the best deal can give you a boost.

### **3. If you're not moving forward, you're moving backward.**

- You need new business to grow.
- You have to assume there are people out there who need your services but have never heard of you.
- Even among those who know you, you're much more likely to get their business if you keep your name out there.

### **4. Marketing in a recession can give you a competitive advantage.**

- Your competition may be scared and cutting their advertising. The smart business owner will keep dollars invested in TOMA (top-of-mind awareness) and have a strong advantage. Imagine you cut out advertising but your competition doesn't.

### **5. Cut advertising, cut market share.**

- Advertisers that cut back in a recession lose market share while those who continue to advertise gain market share at a lower cost.
- Even in a recession people need goods and services. It's up to you to deliver.

The point here is when times get tough, your marketing budget shouldn't be the first to go. Negative movement should be a last resort. Try cutting expenses elsewhere or shifting some of that marketing budget into alternative channels that might go a little further.

Focus on continued growth, wherever you can make it happen.