



30 Years of Excellence

June is National Aboriginal History Month



Marketing When Business is Slow

Many small business owners cut back on advertising and promotional budgets to save money but that is the exact opposite of what they need to do to survive in the marketplace.

"...loyal customers are the primary, enduring source of cash flow and organic growth. Marketing isn't optional – it's a "good cost," essential to bringing in revenues..."

"Building and maintaining strong brands – ones that customers recognize and trust – remains one of the best ways to reduce business risk."

"Brands that are out of sight will sooner or later be out of mind for a large percentage of consumers."

- John Quelch & Katherine E. Jocz, Harvard Business Review 2009

Those are three strong statements that recommend continued marketing efforts during slower economic times. But, why is it so critical and most importantly, what is the ROI if you do continue to market your business when things slow down? Here are four sound reasons found in *"The Advantages of an Increase in Promotion & Advertising"* by author Kevin Johnston:

1. *Market Share – if you increase spending you can gain critical market share, especially if your competitors don't keep pace with your level of advertising and promotion.*
2. *Higher Sales Growth – studies show that companies that increase advertising and promotional budgets during downturns actually experience higher sales growth now and for the next three years.*
3. *Lower Costs – your actual costs to advertise and promote may be lower than when the economy is robust.*
4. *Increased advertising and promotion is often seen as increased success and while most advertising is through word of mouth, that word of mouth starts with awareness.*

We are willing and able to help you design a customized marketing plan, regardless of the size of your budget. It is not about who spends the most, it is about who spends consistently during slower economies. Give us a call and we would be happy to help you take advantage of this current opportunity!

- Team ***MOBO***