

Recession Proof Marketing

Article 1

The first thing to say about recession proof marketing is that there are new opportunities out there, it is just a case of finding them. There is no doubt that there are companies who have to tighten their belts and be more prudent about their spending. However, there are companies who are thriving in the current economic climate. So what can you do to increase your sales and profits in the recession?

Be proactive The companies that will survive, and do well, are those that invest in their marketing and sales rather than batten down the hatches in the hope of weathering the storm. To determine how proactive your marketing is, consider how much of your marketing is reactive. Ask yourself, what marketing do you do on a weekly or monthly basis? How dependent on advertising and word of mouth is your marketing? To compete effectively, you need to look for new opportunities and be proactive. You need to be creating demand, looking for opportunities with your current clients, identifying new niche markets and trying new forms of marketing. Ultimately, your marketing needs to be consistently delivered on a regular basis.

Be creative A number of the companies we work with have achieved great results from looking at more creative ways and places to market their business. The first step in being creative is to define who your target market is, including their needs, desires and requirements. A common mistake, made by many, in identifying their target market is that it is too wide, for example, women between 20 – 40, business owners or professional men. You need to be as specific and as detailed as possible about who it is you want to target. The next step is to think laterally and find other groups, organisations and leisure activities that your target group may be a part of. This can often be an excellent way of communicating with your target market and enables you to stand out from the competition.

Be competitive Your marketing materials, website, and campaigns, as well as how you network, should all have a creative, competitive edge to them. The importance of creative marketing is that it distinguishes you from the competition which is important in the current climate. Creativity and imagination are vital in marketing and we all have it in us to do something differently. As a rule of thumb, if everyone else is doing it, do it differently or find an alternative.

Get out there In order to be competitive and market your business successfully in the current climate, you need to get out of your office and meet with other business owners, contacts and potential customers. As the old adage goes *“people buy from people”* and it has never been more true. It never fails to amaze me the amount of free information and support you get from other businesses when networking. If your business would benefit from increased local sales and customers than you need to get out and meet them. We have found from experience that a number of well-established, successful businesses have little or no business locally and are consequently missing out on a great opportunity. Remember, you will gain nothing from sitting in your office fretting about the lack of business you have, get out there.

In conclusion, to compete effectively in the current climate you need to be proactive, creative, competitive and out there.