

Recession Proof Marketing

Article 2 ~ The Silver Bullet

I'm going to let you into a secret about marketing which is particularly relevant to the current recession we are in. On an almost daily basis, we are asked by companies to tell them what the silver bullet is when it comes to marketing and sales. The silver bullet, if you haven't come across it, is the belief that there is one type of marketing activity that, when implemented, will get you all the customers you need to make your business a success. The secret is - there is no such silver bullet. No matter what the sales or marketing person told you, there is not one type of marketing activity that alone will get you the sales or customers you wanted, or in many cases expected. If in fact there was a silver bullet, marketing specialists like me would be out of a job.

So what is the secret to successful marketing? A successful marketing strategy consists of a number of marketing activities that are carefully chosen to target your customers. The activities should be varied, for example, the strategy might involve online marketing, events, networking, advertising campaigns and so on. Not one of these activities alone will be enough to achieve marketing success. Ask yourself, how varied is your marketing?

In addition to a variety of activities, your marketing needs to be creatively implemented, see article 1 for further information.

Another common misconception that companies have about marketing is that marketing is something they only need to do for a couple of months. They invest a certain amount of money up front and then nothing happens after that. Ultimately, this is where companies lose a huge amount of value from their marketing. Like relationships, your marketing requires investment and long term investment at that. The financial investment does not need to involve vast sums of money and at UMS, we are specialists in creative, inexpensive marketing and know how to get value for money, as well as results. There is, however, a time and resources investment that is required from you as a business owner. A number of businesses we have worked with simply throw money at their marketing but do not put the time or resources in to working on other aspects of the business that have a direct impact on the marketing.

Therefore, to ensure marketing success in this current climate you need to commit to a long term investment and ensure that your business is marketed on a regular basis.