

# Recession Proof Marketing

## Article 3 ~ Do It Differently

In article 1 I talked about being creative and the importance of standing out from your competitors, particularly at this current time. I believe that doing your marketing differently from your competitors is so important that I wanted to expand on it.

We are bombarded with images, adverts, soundbytes and information on a daily basis. With new forms of technology and media now available, companies have even more ways to reach us. Add to that the increased number of new businesses, with more to come due to the recession, we as business owners have got to increase our competitiveness.

A vital part of increasing the effectiveness of your marketing is to do it differently and creatively. In the past three years we have seen a dramatic increase in the number of businesses sending e-newsletters. I remember receiving only a couple which I would then read. Now I receive so many I never get round to reading them. I've also seen an increase in the number of companies investing in internet marketing which has made certain key words unaffordable in some industries. One client went from paying 4p per click to £12 per click due to the competitive nature of the business and the key words they used.

So what are companies doing differently in marketing? With new forms of technology and media becoming available, and more affordable, companies have new opportunities to be creative in reaching their audience. One example is advertising on You Tube. Some adverts have had millions of hits and downloads, for example the 'Unpimp your ride' spots for Volkswagen have been viewed in excess of 3,370,692 times in **one month**. The Sony Bravia ad attracted 1,950,387 in the first four months. With the introduction of Sky Plus and viewers' ability to fast forward through television adverts, You Tube has provided a new form of media that is proving to be more effective and engaging than television advertising.

Other new forms of marketing are social media marketing, podcasts, video blogs, and soon to be introduced by thesmallbusinessclub, networking and advertising on your mobile phone.

Another example of new marketing is product placement. You may think you've seen and heard of product placement but have you come across the product placement video overlay? One of the first to use this form of advertising was the popular cartoon The Simpsons. In a sombre, emo rock video a pink doughnut rolls across the screen followed by Homer Simpson. This was in such sharp contrast to the serious rock video that you could not fail to miss it. The message – The Simpsons' Movie is in cinemas now; a fantastic example of creative, dynamic marketing by a company doing it differently.

What can you do as a non-corporate company that doesn't have thousands in their marketing budget? One of the real benefits new technology and media offers is that it is very affordable. The most popular adverts and videos on You Tube do well because they are creative, fun, different and appeal to the target audience. You need to apply the same principles to your marketing. If you currently produce a newsletter how could you do that differently? Ask yourself whether your website, marketing materials and networking is effective, creative and different. What could you send customers or feature on your website that would make it stand out from your competitors? Once you've found areas of opportunity, get out there and do it.

Be Different. Be Unique. Be Successful.