

The Upside To Marketing In A Down Economy



Opportunity. It's the bright side of a recession. And it's time to embrace it.

Here are a few quick points to consider when precarious words like “marketing-budget cutbacks” occur:

Maintain your brand image. This sends a message that your company has successfully managed its finances and, as a result, has staying power.

Retain and/or up your ad spending. You have to work twice as hard to close the deals you normally would during tough times.

Stick with it. When businesses run for cover, an empty space is created in customers' minds, meaning more aggressive competition can take up residence.

Focus your efforts. Marketing campaigns are quicker/more cost effective when you target your current clients—you don't have to convince them of why they should choose you ... they already have.

Gain good will. Marketing during a sluggish economy generates a more positive perception of your company; it shows a strong commitment to your products and services.

Need more? Consider this: In the mid '80s researchers found that businesses that maintained/increased ad expenditures during the '81-'82 recession had significantly higher sales post-economic slump, while those with aggressive campaigns had 256-percent higher sales than companies that didn't advertise.

The Upside To Promotional Products: Spend Less, Achieve More



After Receiving Promotional Products

52% do business with a company

52% say their impression of a company is more positive

76% can name the advertiser

Staying Power of Promotional Products

55% keep it for more than a year

73% use it once a week

Nearly **50%** use it daily

Promotional Products Mixed With Print/TV

69% increase in brand interest

52% increase in referral value

60% increase in message credibility

Flexible
Tangible
Long lasting
Appeals to all
senses

Sources: 2004 study of business travelers at DFW Airport, conducted by L.J. Market Research; 2006 study of promotional products as key ingredient to integrated marketing. For additional research results, visit www.ppai.org.