

An Upside to the Downturn

Extracted from MasonBaronet's GoodThinking Newsletter

It's an enigma: Why do businesses slow their marketing during an economic slowdown?

On the surface, marketing is an easy expense to cut. But together with sales, it's critical for bringing in whatever business might still be out there.

Times may be tough, but that's exactly when your marketing should get going. Here's how to help keep the cash register ringing today, and even build your brand in anticipation of the inevitable upturn.

Stay focused.

No matter what, it pays to stick with some kind of marketing plan. You might need to streamline or get creative, but brand building is a process. Respond — don't react — to the economic climate.

Stay visible.

Consider this: If your competition is cutting back, your marketing efforts can stand out even more. Keep yourself out there in relevant ways, and let your audience know you're still around.

Branch out.

Improve your profile and stay top-of-mind by speaking, publishing and networking.

Hire your customers.

Teach your current clients how to be your best salespeople. One good referral can be worth a year's worth of marketing.

Make it count.

Start with a clear message. Develop a point of difference, and then consistently communicate it to your audience. From there, choose marketing that can be tracked and measured. You still need to spend money to make money, but chances are that money can work harder for you.

Targeting your message and your marketing plan is a good idea in any economy. But when resources are tight, it's especially important. By focusing your strategy, changing up your media mix and continuing to sell your brand, you can actually outsmart your competition — and outlast a temporary adjustment.

That's where MasonBaronet can help. We've been through it all — with all kinds of clients. Tell us about your challenges, and let us show you how far a little good thinking can go.

MasonBaronet is a leading marketing communications firm located in Dallas, Texas that provides integrated marketing communications, branding, account planning and research, advertising and interactive expertise. Visit www.masonbaronet.com or find us on Facebook: <http://fb.me/MasonBaronet>