

A red spiral-bound notebook with a black metal spiral binding on the left side. The cover is plain red with a thin black border. The text is written in white cursive script.

Ten Tips for Marketing in a Down Economy.

Ideas that engage, inform and inspire.

1. Plan Ahead.

Start with a clear marketing plan. Set measurable objectives, timeframes and budgets. Select appropriate integrated marketing tools to get the most from your resources. For the greatest return on your investment, choose less glamorous but proven methods for reaching prospects.

2. Economies of Scale.

Optimize your marketing dollars by focusing on your best performing programs, then think about how you can stretch a single concept across all of your marketing activities. Tie your advertising into direct mail, tradeshows and internet marketing. By working a theme, you can get so much more bang for your buck.

3. K.I.S.S.

Keep It Simple, Silly: keep your positioning and messages as simple as possible and make sure it is always clear to prospects what you are selling and how to get it. Too much information overwhelms, too many offers distract. Make it simple for prospects to respond to your offer by providing several options, including mail, fax, phone, web.

4. Focus.

Be single-minded in your pursuit of the right audience. There's no value in spending scarce marketing funds on low-value prospects. It's much more cost-effective to focus your energy on the right people. Survey your audience and listen to what they are telling you during the downturn. Invest in knowledge.

5. Develop a Team.

Get everyone involved with selling and profits . . . from the receptionist to the VPs, everyone should know their role in your company's success. Creative thinking can come from anyone in your organization and revolutionize your marketing. Guerilla tactics can enable you to reach your audience in innovative ways; social marketing can play a roll by tuning into like-minded audiences.

6. Leverage the Forces.

If you can sell your product or service through a distribution channel, now is the time to put some resources towards making those additional feet on the street successful. When you develop a good relationship with one channel, you can help your company gain access to hundreds, if not thousands, of potential prospects.

7. Blitz

Consider a geographic or vertical campaign. By touching your target audience more frequently with integrated marketing, you build momentum. The more effort you can put in one area, the greater your visibility and brand recognition — and the easier it will be to sell — hence the cost of each sale drops.

8. Form Alliances.

The right partners, suppliers and vendors know your business and are invested in its success. Make sure they know your goals and what that means for them. Build on these relationships and explore new ones. Consider cross-promoting your products and services with other businesses that compliment your own.

9. Re-engineer Processes.

A good economy will cover a multitude of sins in your company's operations. But when times are tough, leave no stone unturned. Begin every effort with a back-end analysis of how marketing will turn into sales. Make sure your sales force can process the leads. Ask the hard questions now, or you could end up paying for it later.

10. Take Some Risks.

Stand out from the crowd in a down economy and ask for the sale. Use humor to rise above all of the doom and gloom messages. While your competitors reduce their marketing efforts, use your innovation and creativity to engage your prospects and encourage opportunities provided by a soft economy.

Engage
Inform
Inspire

We will engage, inform and inspire your prospects or clients.

To find out how we can help in a down economy, give us a call or send an email to:

David Franek, President 301-951-9195 david@thedesignchannel.com

ments to communicate?

the design channel

Branding and Integrated
Marketing Communications

The Design Channel, LLC
5420 Wisconsin Avenue
Chevy Chase, MD 20815
p 301.951.9195
f 301.951.9197

www.thedesignchannel.com