

## Should You Stop Marketing in a Down Economy?

### **NO! Are you kidding?**

I know companies panic when the economy looks bad. They figure they have to cut costs (that is probably true). And they usually cut their marketing budget (which may be a good thing). Or it may be a very bad thing.

Remember - every time one of your competitors cuts back on marketing, you have more of a shot at being noticed.

Let's say you have 10 major competitors. 6 of them decide to really cut back on marketing to save money. They figure people aren't spending money anyway so why put the dollars into marketing?

That leaves 4 competitors out there telling their story. Right away you have better odds of being heard than before.

Now, if you look at your marketing efforts and crank up some of the most visible promotions and cut down on some of the marginal ones - you are now at the head of the pack as far as being noticed. **Wow!**

In a down economy you have to market in a smart way. Put your money in the most visible places. Do you usually run a 1/4 page ad in a bunch of magazines. Run a 1/2 page ad in just a few of those magazines. Or a full page ad. Make a deal with the magazines. They are hurting. Get in a better spot with a good package deal.

When this whole shake down is done, there are going to be winners and losers. People will start spending again. You don't want to be the company that people forgot about. You want to be the company that played it smart and that your customers go to first when they want to shop. They will know that you are still around.