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Recovery Marketing - Hop on and Take a Ride

By Alfred J. Lautenslager

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A little over a year ago and probably before, articles started popping up all over the place about, "Selling in Tough Times," , "How To Market in a Down Economy," and the like. Now that we have seen a few, more positive headlines starting to sprinkle throughout, "Turning the Economical Corner," , "Have We Hit Bottom," , what now?

For the sake of prognostication, let me review. No I am not driving the car by only looking in the rear view mirror.

When times got tough, managers all over the place looked for places to cut costs. Marketers looked for newer places to sell and to sell more. Some business managers cut marketing and sales expenses. Let me state here, once and very clearly, that is the WRONG thing to do.

Jay Conrad Levinson of guerrilla marketing fame says that "recessionary marketing" is a real opportunity. Bear with me on this review as we approach some new thoughts on "recovery marketing." During tough times, customers are looking for real value. Effective marketing points out that real value to customers with the ensuing result of increased sales and increased share of market.

What Jay Levinson state for "recessionary marketing" applies to "turning -the-corner-and-coming-back" marketing, or "recovery marketing" as well; maybe even more. During recovery, lots of positioning is occurring, while at the same time skeptics are still about. During recovery some people choose as their favorite form of transportation to be hopping on to a bandwagon. Once the bandwagon

fills up, companies look around at each other and start to feel that it is almost too late to start up aggressive marketing once again. The same old adage applies to marketing much like it does to work... "It's easier to keep it up than catch it up."

Borrowing from "recessionary marketing" and applying the same mind set, thought processes and applications to recovery marketing, will further separate the marginal companies from the successful ones.

Recovery marketing boils down to investing in the three things that should have been invested in when times got tough.

- 1.)increase the size of orders
- 2.)increase the frequency of orders
- 3.)The third item, but more costly is to increase the number of customers you sell to.

Enhanced marketing programs and increased investment in marketing accomplishes the above items. Free samples, seminars, consulting, and speeches, are incentives for the customer to buy more and to do it more often. Now is the time to put that marketing line item expense back into the budget. Prioritize 3 recovery marketing initiatives now, don't deviate and certainly don't cut the expense or investment that is made. We'll leave the concepts of consistency, persistency and long term thinking to other marketing articles.

Here are a few recovery tactics that will help your positioning as customers and prospects decide where to spend their growing dollars earned from a recovering economy.

Publicity - If you don't already have a PR program in place, start one now. There are a multitude of reasons to write a press release. Focus on one editor and get something published. This is free marketing and an effective technique that shows up in all the "marketing in tough times" articles.

Current Customer Attention - The best prospect is a current customer. This is true whether we are marketing in a recession or in a recovery or in a boom. Pay them the proper amount of attention. Prioritize them and see how far into their account you can gain share. Share of customer is always a priority and will help focus marketing efforts in a recovery.

Increase Networking - Referral programs and word of mouth marketing are still low cost associated with a high success rates. There are

ways to enhance this but you have to put yourself in front of the potential buyer in some fashion or another or have someone else do it for you.

Repackage your products and services as bundles or higher ticket items. This certainly attains that goal of selling more per order. Customers that have stuck with you through thick and thin will probably spend more also in times of recovery.

Spend some money - invest in that direct mail program that you've been putting off. Send that new brochure to customers and prospects. Sometimes positive talk about "preparing for the recovery" is very contagious. You'd be surprised what kind of mindset you can create in your own market.

These are a few things to get you back on track if you cut that

marketing expense (and want to beat the bandwagon hoppers) and want to ride the recovery wave. I can't wait to write the next article in this series about "Marketing In Boom Times!"

Alfred J. Lautenslager is an award winning marketing/PR consultant, direct mail promotion specialist and entrepreneur. His businesses have helped hundreds succeed in their own businesses. Armed with an MBA, Al has successfully progressed through all facets of business. He has an impressive record that includes effective financial and sales planning, market development, a consistent growth in sales and profits above industry standards, resource management, product development, marketing management and overall general management. He is a professional speaker on marketing and related topics, the principal of Market For Profits, a marketing consulting firm in Chicago, and also the president and owner of The Ink Well, a commercial printing and mailing company in Wheaton, IL. He is a featured marketing and PR expert on numerous website publications including the online version of Entrepreneur Magazine and is on the Small Business Panel for USA Today. His leadership has extended to his involvement into the community, is on the board of directors of five non-profit organizations including the DuPage County Workforce Investment Board and The Community Career Center in Naperville, IL. . Al is also a business partner with two area school districts. . Al can be reached through the websites at www.market-for-profits.com and www.1-800-inkwell.com or at al@market-for-profits.com. Al invites everyone to Sign up for his FREE REPORT: 50 PEOPLE TO INSTANTLY ADD TO YOUR NETWORK, and receive a free value-packed online newsletter entitled MARKET FOR PROFITS Just click here:

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Building a BMX Bunny Hop Trainer.

By Written by: Ivan Gotta Crotchful

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Learning to get enough height to start grinding and stalling can be a real challenge for the beginning BMX biker. Here is something that can be built and used to get the heights needed. The best part about it that it is cheap and easy to build. Materials can found at your local lumber/hardware store. The materials needed are as follows;

2–2"x4"x3'board

1–1/2"x8' piece of hard plastic water pipe.

20–2" finish nails.

1–3/4"x1'x4' plywood

4–3"deck screws

With the materials assemble as the diagram illustrates.

"You can see the detailed picture at www.evilmx.biz under articles page".

The 3" deck screws come up from the bottom of the plywood into the 2"x4"x3' boards.

The finishing nails are nailed into the board about 1/2" to 3/4" The nails provide a place for the plastic pipe to hang. You can put the nails 1" apart going up on each side.

Using the Bunny Hop Trainer.

Set the trainer in the middle of the area you are going practice. Set the pipe on the lowest nail to get use to it. Start from the opposite side where the pipe hangs and ride towards the pipe and hop over it. If you hit the pipe it will simply fall off the hanger. When you clear the pipe with ease raise it another 1". You will find after using the Bunny Hop Trainer your grinding and stalls will be easier at the Skate Park or street riding. You can amaze your BMX and skateboarding hombraes with your new learned skills.

Ivan Crotchful is a BMX flatlander who contributes articles to EVILBMX. He claimed to be a nymphomaniac until he found out what it really meant. He use to listen to a punk band called The Nymrods and he thought a nympho was a band groupie. You can read this article and others at www.evilmx.biz.



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