

When Times Get Tough... or When to Really Advertise

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

When Times Get Tough... or When to Really Advertise

By John Jordan

When Times Get Tough... or When to Really Advertise by John Jordan

The Pundits say the economy is slowly, but surely, recovering. Maybe not at the rate of the mid-90s stock boom, but recovering nonetheless.

It must be true, because ad agencies are running Help Wanted ads. So, ad budgets are getting bigger. Tsk tsk. They have been missing out. Actually, for maverick thinkers like you, that should be good news.

When the Pundits say, "Times are getting tougher," usually the first thing to get axed in business are ad and marketing budgets. This makes nearly no sense. But, to your competition, you should say, "Tighten that belt another couple of notches!"

Because that's when you go for the kill.

So-called "tough economic times" should be a boon to your marketing. It's then that your competition will pull back their advertising efforts. And you should increase yours. Your competition is purposely weakening its position. It is the perfect time to fortify yours.

Since most others are cutting back on their ad spending, media becomes more negotiable, if not altogether cheaper. Your messaging can become more visible with less clutter.

Your message also needn't be more hard sell in this type of environment. Traditional notion dictates hard sell is the way to go. But proper strategy, creatively executed, will nearly always win over a hard sell approach. Creative ads always get noticed, and often garner free publicity.

Of course, you don't want to confuse "Bad Taste" with "Creative." If you have the proper strategy, that shouldn't be much of a concern. If you are presented ad concepts that bother you on a deeper level (more than the placement and size of your logo or other such trifles), maybe it's time to address the strategy as much as the concepts.

When Times Get Tough... or When to Really Advertise

The big payoff really comes when bad economic times rebound into good. When people have more money to spend, your business will have a higher, better mind share than the folks who chose not to advertise. Higher mind share leads to higher market share when the public starts buying again.

There's the story of a brand of peanut butter that, due to government-mandated conversion of its factory for the effort during World War II, was not even commercially available. Yet, the brand was consistently advertised. When the war was over, guess which brand had higher market share?

And it's in this atmosphere of free spending that market share is hardest to hold onto. More dollars to throw around, more choices, the market gets diluted. Why not go into that phase the leader, or the biggest gainer?

So, when your competition rolls back their ad spending, pump yours up. You stand only to benefit from the less-competitive atmosphere. Still a little unsure? Then set up a dollar cost averaging system for marketing. Spend the same amount every week, every month, every quarter. You might be surprised you get more results in "down turned" markets.

Marketing is everything. If it weren't, your company would only subsist on word of mouth and chance.~

John is a freelance commercial writer based in Omaha, Nebraska. He publishes a free monthly e-zine focusing on branding, advertising, and marketing from his web site <http://www.brandedbetter.com>. Speaking with both agency and in-house experience, he knows the most valuable asset of a business is its brand.

Marketing Tips – Advertising

By Sue and Chuck DeFiore

Typical methods of advertising—newspapers, radio and television are effective if used properly, but there are other, less expensive ways to get your company's name out.

Local or cable television is an inexpensive alternative to the traditional forms of advertising. Even if you have no experience advertising in this medium, there are companies who specialize in lending a helping hand. Even if finances are a concern (as they are for most of us), you'll be surprised to discover a 30 second spot television ad can cost as little as a few hundred dollars.

Many areas have public auctions on local stations that will advertise your product, if you donate up to a certain dollar amount. The number of advertising spots will depend on how much you donate.

Remember also to send press releases to your local television and radio stations. Many times they will come out and do a story on you, if it is of interest to the public.

We volunteered to do resumes for people out of work and sent releases to all the radio and television stations. One of the three major networks in our area, sent someone out to interview us, and we were

When Times Get Tough... or When to Really Advertise

on the 6 and 11 o'clock news.

As for radio advertising, check your local stations for rates. You'll be surprised at how low some of them are. Again, if you send press releases to the stations, sometimes they will call you as an expert in your area, or for an interview. We sent releases to all the stations in our area when we started our support group, and this generated three times the number of people we expected for our first meeting.

Since most major newspapers are expensive to advertise in, check with the smaller local papers. You can advertise in many of these for as little as \$25 a month. You could also offer to write a column for these publications, as an expert in the area, if appropriate.

We all need to advertise in one way or another. Which medium you choose will depend on your particular business.

Copyright DeFiore Enterprises 2000

Interested in having your own successful, home based creative real estate investing business? Chuck and Sue have been helping folks start successful home based businesses for over 19 years, and we can help you too! To see how, visit

for the latest FREE tips

and tricks, educational products and coaching in creative real estate investing and home based businesses. No time to visit the site? Subscribe to our "how to" Home Business Solutions Digest, it's

like having your own personal coach:

Marketing Tips – Advertising

"How to Cope When Things Go Wrong"

Parenting Is Tough – Make It Easy

ADVERTISE!

Essential Tips on Marketing

PPC Profits

Traffic Explosion

The Classified List

Killer Conversion Tactics

Press Release E–Manual



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!