

# Marketing in a Tight Economy

## 10 Ways to Make the Most of Your Ad Spending

Some companies cut their marketing budget during a slowing economy...

**WRONG MOVE!**

It's not time to stop advertising, it's time to market smarter

### **These 10 Smart Tips Move You in the Right Direction:**

1. Focus spending on customers rather than prospects. Entice the people who trust you with great offers.
2. Follow-up to all other marketing efforts with phone calls and begin relationship building.
3. Eliminate risk by offering a guarantee, warranty, no risk trial, or great service commitment.
4. Collaborate with other companies in fusion marketing efforts to reduce costs.
5. Widen your product or service offering to attract repeat customers and a broader audience.
6. Find new ways to create buzz and stimulate word-of-mouth marketing to save mass media and printing costs.
7. Take advantage of slow periods to do more personal marketing like writing notes and letters.
8. Give something for nothing. Offer customers a free newsletter, recipe, how-tos, and other useful information.
9. Utilize technology: Emails, podcasting, blogging, and webinars to communicate with your audience.
10. Be selective - don't treat customers and prospects equally. Tailor advertising to buying habits and life stages.