

“Facts are stubborn things...”

— John Adams (1735-1826)

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Research Proves Proactive Marketing During A Recession Pays Off.

The recent economic news may be gloomy but the opportunity for overall growth and gaining a stronger position in this market is here and now. History (and research) has shown that companies who either steadily continued or aggressively increased their advertising efforts during times of economic uncertainty experienced overall growth as well as experienced continual growth in the period of time beyond the economic uncertainty.

Simply put, you cannot stay competitive in this industry by falling back into a marketplace position of anonymity or obscurity.

According to a Pennsylvania State University report, businesses that invest aggressively in marketing send a reassuring signal of confidence to concerned customers about their staying power and provide an incentive for customers to switch from brands that they perceive as weak.

And the benefits of advertising during a down economy can extend well beyond a recession. Businesses that maintained or increased their advertising expenditures “averaged significantly higher sales growth” *during and for the three years following the recession* compared to those which eliminated or decreased advertising. Businesses that maintained their advertising budget during the recessionary period “could boast an **average sales growth of 275%** over the preceding five years.”*

The old adage really is true and worth repeating: When times are good, you should advertise. When times are bad, you *must* advertise.

Would you like to be able to boast about your company’s success during “tough times?” We can help.

*Source: McGraw Hill Laboratory of Advertising Performance.

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