



Contact: Chuck Werle
1854A Hendersonville Rd., #227
Asheville, NC 28803

PH: 828.299.0813
imagebuc@bellsouth.net
carolinaimagebuilders.com

ADVICE ON MARKETING IN A DOWN ECONOMY

In these disastrous economic times, business owners are struggling on many fronts. Among them are keeping customers, replacing lost clients and how to do marketing with limited funds.

I am reminded of a comment made years ago by a corporate president, "I know we are wasting half of our advertising budget, but I don't know which half."

That is probably true now more than ever.

But it is also sage wisdom from business owners who have survived several downturns in the economy that the worst time to be reducing marketing efforts is when business is down. If anything, that is when you increase expenditures to earn a bigger slice of the pie.

Good communications might be the best place to start. If customers, vendors and subcontractors are facing the same circumstances, you may be able to negotiate more favorable terms on payment schedules, delivery of services, or project completion dates.

By keeping lines of internal and external communications open, organizations can dispel rumors, build support from their most important audiences and survive in the long run.

While operating a successful public relations agency in Chicago, I adopted a line from a famous song written yesteryear, "You have to accentuate the positive." It is still true today.

And while you are at it, consider the impact of your current advertising versus public relations. A favorable media placement about your new product or service may generate considerably more business than ads in the wrong media with a message that doesn't connect.

When Carolina Image Builders introduced a new book marketing division with a news item in the Asheville Citizen-Times Business section, three new clients were signed and two more are under negotiation in a matter of weeks.

For more information, CIB can be contacted at 828.299.0813 or by email at imagebuc@bellsouth.net.