

Successful Marketing in an Economic Slump

We've all seen the headlines: "*HORROR ON WALL STREET*," "*Long Term Stagflation Ahead*," and "*The Crisis Goes From Bad to Worse*." As a small business owner or entrepreneur, you are likely concerned about the effect our country's economic downturn will have on your bottom line. Many businesses, out of fear, are throwing up their hands and hoping to just 'ride out the storm.'

That's not you. You are attending events, networking and taking an active role in marketing and sales initiatives. We know that because it's how we met you. Good work, you are on the right track!

It is fortunate that during these difficult economic times, marketing strategies are undergoing a face lift. While many costly initiatives such as direct mail campaigns and tradeshow exhibitions are still effective, even more so now are newer e-marketing strategies that cost business owners barely a dime to implement.

Let's take social media networking, for example. Many of you seized the opportunity to receive your free 15-minute personalized LinkedIn tutorial with Dave. During that time you learned the powerful ways in which you can interact with current and potential clients without spending a cent. Have you started answering questions for users on your topic of expertise? Are you posing questions on discussion boards to encourage interaction? An hour of your time per day could produce quality business leads and establish you as a thought leader in your industry!



There are many creative ways in which you can use the current headlines to your advantage. How many of you received an offer of some sort at the beginning of summer tied to free gas? The increase in fuel prices created so much buzz that it provided an easy campaign for many organizations to reach leads that they would otherwise not have had the opportunity to engage. Today's buzz is the credit crunch. Use the play on words to your advantage in your marketing collateral. Develop an offer that incorporates the elephant in the room with a positive message.

Take advantage of *Clearly Creative* marketing strategies to cost effectively grow your business in though economic times. Use the 15% off coupon in this month's newsletter today!

Additional Reading

[Ten Tips for Winning in a Bad Economy](http://marktewart.wordpress.com/2008/03/27/ten-tips-for-winning-in-a-bad-economy-by-mark-tewart/) or paste the following link to your browser:

<http://marktewart.wordpress.com/2008/03/27/ten-tips-for-winning-in-a-bad-economy-by-mark-tewart/>

[Online Marketing in a Bad Economy](http://www.offmadisonave.com/blog.php/2008/09/online-marketing-in-a-bad-economy) or paste the following link to your browser:

<http://www.offmadisonave.com/blog.php/2008/09/online-marketing-in-a-bad-economy>