



REASONS TO KEEP MARKETING IN A RECESSION

Businesses that maintain marketing during a recession do better than their rivals during the downturn – and come out of it far stronger. Here's why:

It's the best time to increase your market share due to lower costs and quieter competition.

It's important to reassure your customers that you're a strong, healthy, forward-looking partner.

It's the best time to build your brand, especially if your competition abandons branding for pricing strategies.

It's an opportunity to demonstrate leadership and position your brand for rapid growth during the recovery.

For examples of specific marketing tasks to help you weather the recession and come out of it stronger than ever, click for creativecommunication.com's Tip of the Month or call us at 715-845-2382.



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