

# NURTURENOTES

## 10 Tips to Market in a Down Economy

A struggling economy isn't the time to cut your marketing...it's actually the best time to *increase* your marketing! But, your customers have shifted their thinking and so should you. This month we are sharing some great tips to help you market better right now and emerge at the top when the economy has recovered (and we know it will).

### Ask the Experts

Send us your marketing questions and we could feature the answer in an upcoming NurtureNotes or on our blog. Email your question to: [asktheexperts@nurturemarketing.com](mailto:asktheexperts@nurturemarketing.com)

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**1. Mix up your marketing.**  
If you aren't integrating your marketing (email, direct mail, telemarketing, social) it's a perfect time to strategize a new approach. With fewer opportunities in market, it's important to engage with your prospects and customers where they are spending their time, and on their terms. Don't be afraid to try new things.



**2. Rethink your messaging.**  
This is not the time to go on and on about useless benefits that might have mattered a few years ago. Do you know what your prospects and customers need *today*? Most likely they want to know less about growth and more about how you are going to save them time and money. Give them what they need.



**3. Do your homework.**  
Your customers are certainly doing their homework before doing business with you, but what do you know about them? Take the time to research your target market and make sure you know the top challenges they are trying to solve. When they call, you will be seen as knowledgeable, confident and understanding.



**4. Clean up your marketing list.**  
The most effective marketing campaigns have messages specific to the audience being targeted. Make sure your list is clean and profiled so you deliver the *right* messages to the right people and by the right method. Need help? Download our free white paper, [The Impact of Profiling: Turning Coal Into Diamonds](#).



**5. Check out your competition.**  
Of course this is important in any economy, but even your most loyal customers are looking for ways to save money right now. This means they are exploring all their options, including your competition. Know what your competitors are doing, what they are saying and where they are saying it – then find a way to do it better.



**6. Prove your credibility.**  
You are competing with an overwhelming amount of marketing right now. To stand out, you must first prove why people should feel good about doing business with you. Your customers are your best source for credibility so give them a call and ask for a testimonial, permission to do a professional case study or for referrals.



**7. Put on your happy face.**  
A struggling economy might be our reality, but it doesn't have to be our attitude. Shift from the doom and gloom and stay upbeat with your marketing messages. Focus on the positives rather than the negatives. One thing is certain, when things are looking up – you want to be the one they remember and call.



**8. Take notes. And lots of them.**  
Train your employees to really listen to your customers, and then take notes of the small details beyond buying cycles and budgets. Customers are people first so if someone loves golf, make a note and then send him an article on pro golf tips. It's personal touches like this that build lasting relationships.



**9. Dress to impress.**  
A first impression is a lasting impression. Your website, emails, letters and even your business cards portray a certain image of your company. If it's not the image you want, it's time to update and polish these important assets to reflect a unified and professional company. In a business casual world, be the designer suit.



**10. Get social.**  
Social media can be used for many things, including helping you with almost every tip you have just read here. Your customers are there and so are your competitors, so make sure you are too. Use social sites to share relevant content, start conversations with prospects and to see what your competition is up to.

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