



MARKETSHARE Through MINDSHARE™

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We see things differentlySM

7 ways to stay **warm** in a **cold** market



Business is tough just about everywhere. In the old days, economic crises were called “Panics,” as in the Panic of 1907, and the name reflected people’s mindsets. Today, micro-downturns and up-ticks happen on a monthly basis. A college professor once told me that between every Ice Age there is an interglacial period of thawing, and applied to the business context, here are 7 rules to observe in a cold market so your business opportunities stay warm.

- 1. Don’t Panic.** It’s not 1907. With proper management you won’t turn into a pumpkin at midnight. Having a solid business transition plan that delineates pros and cons and how to apply them helps big time.
- 2. Don’t Freeze.** It may be a woeful double negative, but “*don’t do nothing*”. Decide where you can trim some fat. Make sure it’s reasonable and will not affect long-term growth strategies or hamper getting your sales message out. (You do have long-term growth strategies, right?) Studies indicate that fixating on short-term tactical efforts or maintaining the status quo are ineffective solutions. Weigh your options, then act.
- 3. Maintain Vision.** Today is the beginning of the future. Invest in your organization now to guarantee your competitive edge when the economy rebounds in one of those wonderful interglacials. Get your message out there. 15% of a contracted market is better than 15% of no market.
- 4. Be Strategic At All Times!** Realign your marketing strategies to your new objectives. Beef up your Position and Message. You’ve been successful in business over time because of these things. Validate your Position for accuracy. Make your Messaging clearer and more pointed. If you are the lowest priced, don’t be cute. Get to the point and say it. If you are the highest quality, express it. Tell your customers how either point translates to their advantage. And don’t cut back on your promotion because then your audience won’t get your message, but they will get your competitor’s message. So they’ll buy someone else’s products or services and your personal Ice Age will continue.

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5. Requalify Your Audience. Where's your ROI? Focus on reaching the right customers. Some customers cost more to serve. Find out who's really profitable and worth keeping as a customer. Isolate those who don't and try to upgrade or excise them.

6. Never Bastardize Your Brand. Your brand is the culmination of Position and Message over time. It is the difference between you and the other guys that brings you business and proliferates customer loyalty. Don't bastardize or ignore it in the Ice Ages, expand it! Let customers and prospects appreciate your brand...to buy your products or services now, in the Ice Age...and have the VALUES of your brand carry over to the interglacial times.

7. Get Innovative!

- **Think small!** Grassroots marketing works! It's especially true when you're networking face to face. When was the last time you had an open house? Sponsored a golf outing? Exhibited at a tradeshow? Had a new product expo or seminar? Come up with new ways to influence your customers.
- **Think big!** Max out your website. Determine what it will take to make your website more interesting and keep customers and prospects coming back. Get marketshare through mindshare™. Consider blogs, audio/video webcasts, special contests, etc.
- **Think broad!** Who makes up your audience? Do they enjoy non-trad Emerging Media? Mobile devices? YouTube? MySpace? Video games? Don't know? It's time to find out. Survey. Ask and ye shall receive.
- **Think wide!** The Ice Age is the perfect time to consider some serious Search Engine Optimization. This kind of global warming will be good for your business.
- **Think mobile!** Does your audience travel or commute? Is there a billboard with your logo and brand on it? Taxis, mobile for-hire car signs, bus stops and train stations are ideal guerilla marketing spots. Hone your message and get it out there.
- **Think micro!** Yes, direct Internet buying and retentive Internet-influenced buying are two areas that people pay attention to. But surveys indicate that short-form video, aka clips, are in many cases more effective than longer productions. Who has the time? Keep it short. Keep it interesting. But keep it out there.



Business is always tough(er) in the Ice Ages when there seems to be more micro-downturns than up-ticks. But if you ask my college professor she'll tell you that it just means another interglacial thaw is on its way!

Is strategic marketing right for your business?

Call us at 631-756-7160, or email me directly at jpstanco@pmgstrategic.com and let's discuss what will work for you.



The *ballerina linebacker* symbolizes PMG. We pride ourselves on the ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.



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