

GrayMatterz

THE ZIMMERMAN GROUP, INC.

Marketing/Consulting

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MARKETING IN LEAN TIMES — PART I

You have probably read the studies that warn you not to cut back on marketing during down times or it will take longer to regain ground when economic conditions improve. And we believe those reports.

But we also understand reality: marketing budgets are often slashed. So, if you just can't swing the same robust, multi-publication advertising campaigns that you have set up in the past, what can you do?

A combination of new tools and production processes means that you can take your branding to the next level — even with a reduced budget.

Thanks to digital printing, for example, you can produce good-looking pieces in smaller quantities and at lower prices. And with inexpensive trade show pop-ups and banner stands now available, you can still have a dramatic presence at trade shows, even without that magnificent custom booth you might have wanted to build.

There are also burgeoning opportunities for online advertising and email campaigns. And, of course, there's the flood of social media options.

Here's how we used some of these tools recently.

To help expand the client base of a medical products firm, we began with a new strategy on which we built the plan for a



Brains for hire.™

major international trade show. Included: a new trade show booth, dramatic direct mail, and a variety of incentives to attract booth visitors.

Thanks to less expensive production processes, we were able to implement all of these tools for a very reasonable cost.

But to stop the discussion here is to miss the point.

Regardless of your production budget – whether you have to be super frugal or you can create lavish materials – there are two truths never to abandon:

1. You must start with a smart, targeted strategy.

2. You must use this strategy as the foundation to develop effective creative marketing programs.

In the next issue, we will explore why focus on strategy and creative must drive marketing decisions, rather than the availability of inexpensive tools.

Until then, if you're ready to talk about the right strategy for you, call on us - we've got Brains for hire™.