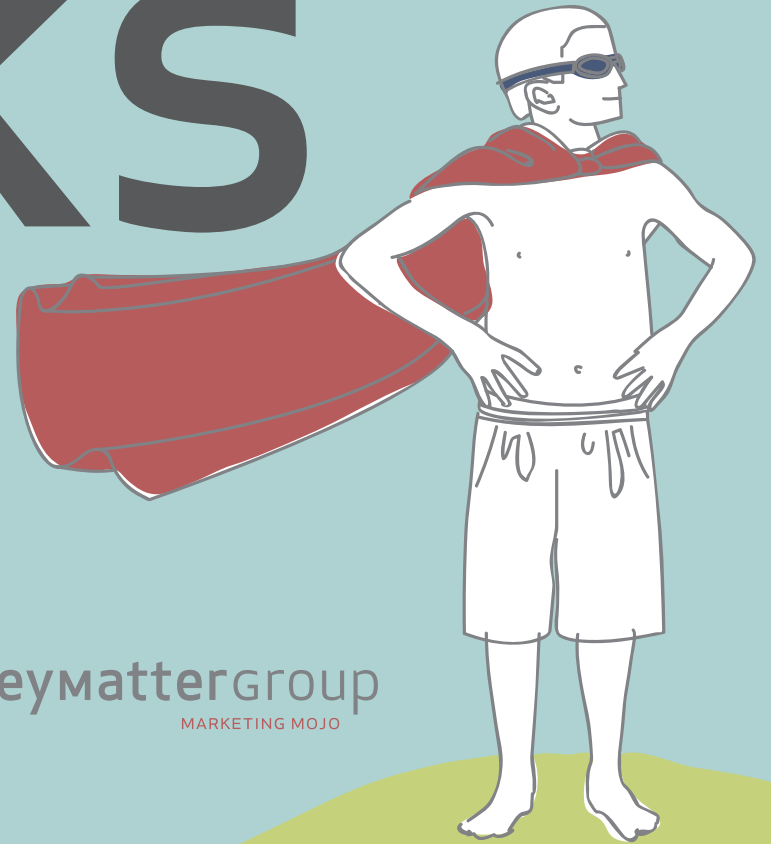


# TIPS+ TRICKS

TO RULE THE WORLD



*marketing strategies for recessionary times by* **greymattergroup**

MARKETING MOJO

*tip number one*

# RECESSION IS NO TIME TO PANIC

Recessions feed our pessimism. But cool-headed marketers can actually **leverage economic diversity to their advantage.**

So, instead of hitting the panic button, here's how to use the downturn to recalibrate your marketing, gain market share, and emerge better off than before.



# CHICKEN LITTLE WAS NO MARKETING EXPERT

The economy is not going to improve overnight. So, while your competitors are reducing their marketing budgets and waiting for the sky to fall, you could be capturing market share.

Now is the time to take advantage of the inherent opportunities a downturn creates.



# WHAT NOT TO DO

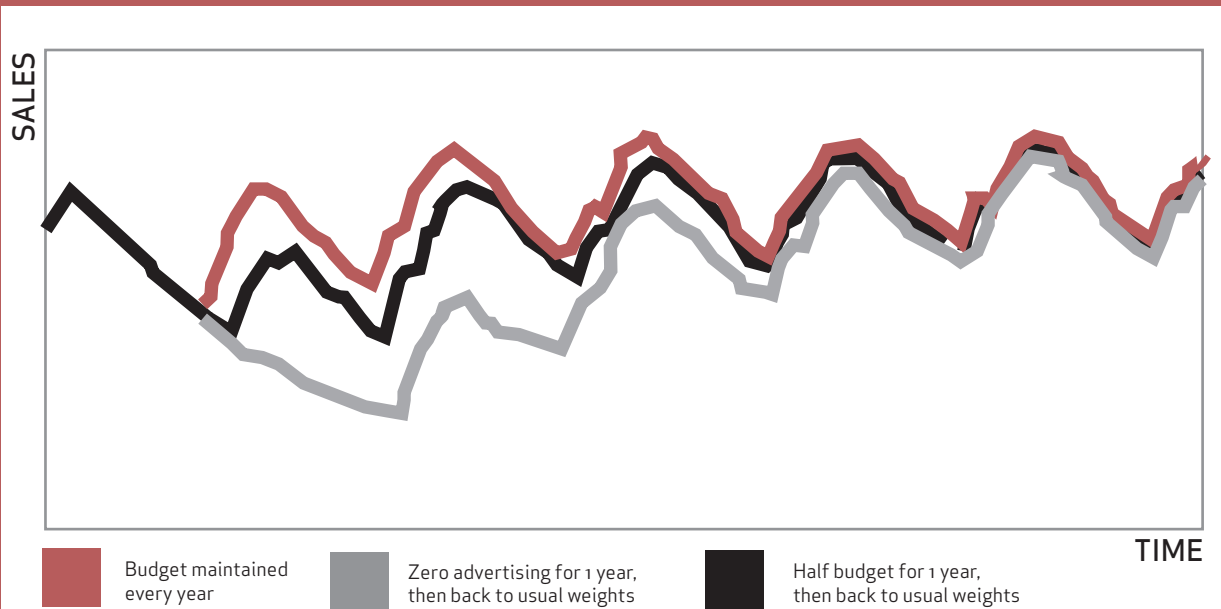
When sales are down, the 3 most common reactions are actually the worst things a company can do:

- \* Reduce customer input by cutting research.
- \* Reduce product demand by cutting advertising.
- \* Devalue brands with deep discounts.



# YOUR MARKETING BUDGET IS NOT THE PROBLEM.

In fact, it's part of the solution.

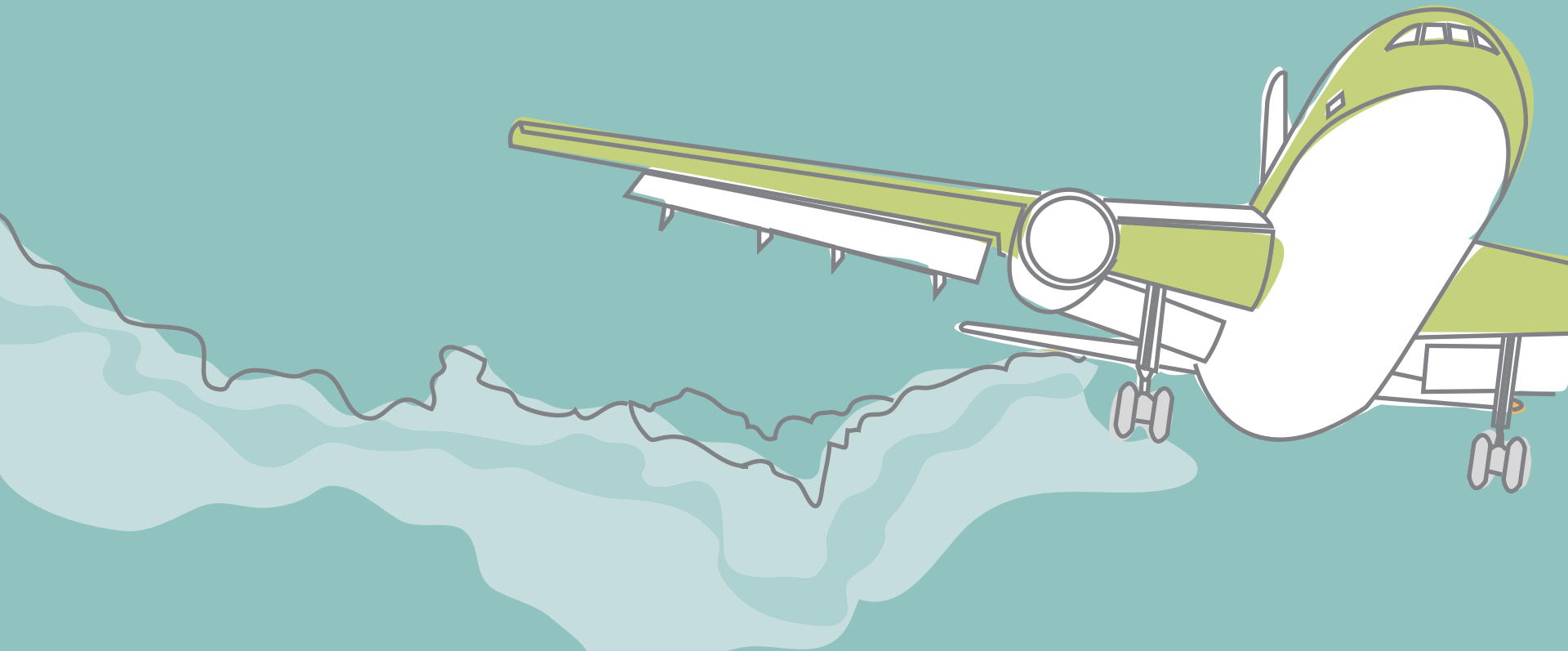


	BUDGET SAVED	SALES FORGONE	PROFIT FORGONE	BOTTOM-LINE LOSS	TIME TO £ RECOVER
Zero budget year 1	\$2.9m	\$14 m	\$5.7m	\$2.8m	5 years
Half budget year 1	\$1.3m	\$6.9m	\$2.8m	\$1.3m	3 years



“If you turn off the engines of a plane flying at 36,000 ft, it does not drop out of the sky. As far as the pilot and passengers are concerned, life continues as normal with the plane only very gradually losing altitude. **It’s exactly the same with brands.**”

Moray MacLennan, author of *How to get ahead in a recession*, Chairman M&C Saatchi Europe



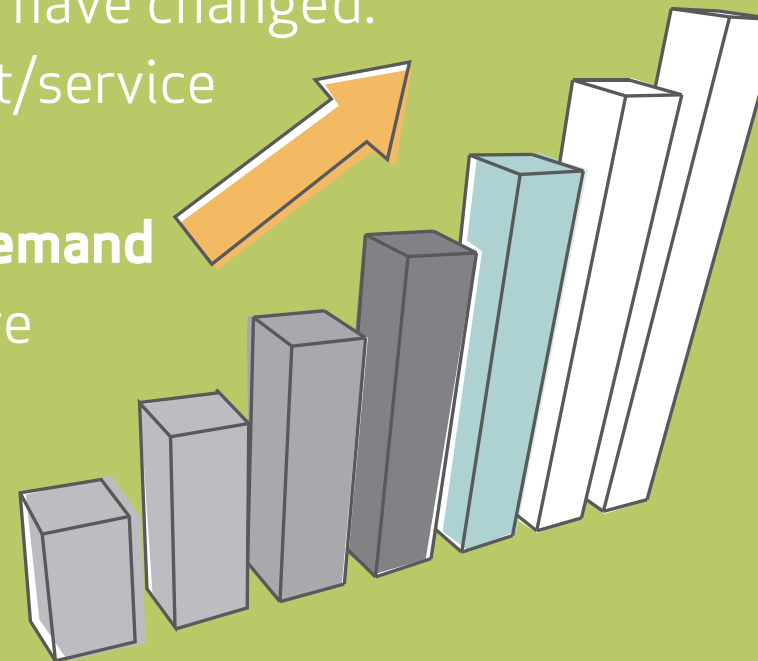
**SO, WHAT CAN  
MARKETING  
DO FOR ME IN  
A RECESSION**



*tip number two*

# NOW IS THE PERFECT TIME TO BUILD UP YOUR REPUTATION

- \* Marketing noise decreases during a recession. **Your brand message is easier to hear** while competitors are quiet.
- \* Your customer's needs and priorities have changed. **Listen to them** and adjust your product/service to make your brand more relevant.
- \* Building brand value **creates market demand** which means you won't have to compete on price alone.



“Brands that **increase advertising during a recession**, when competitors are cutting back, can improve market share and return on investment at a lower cost than during good economic times...”

PROFESSOR JOHN QUELCH, HARVARD BUSINESS SCHOOL

In the Great Depression, W.K. Kellogg **continued marketing his cereals as his rivals were cutting back.** Kellogg pulled ahead of Post Cereals in sales, a change that has never been reversed.

<http://www.slideshare.net/geertdesager/ads-on-edge-presentation>



*tip number three*

# GET TO KNOW YOUR CUSTOMERS

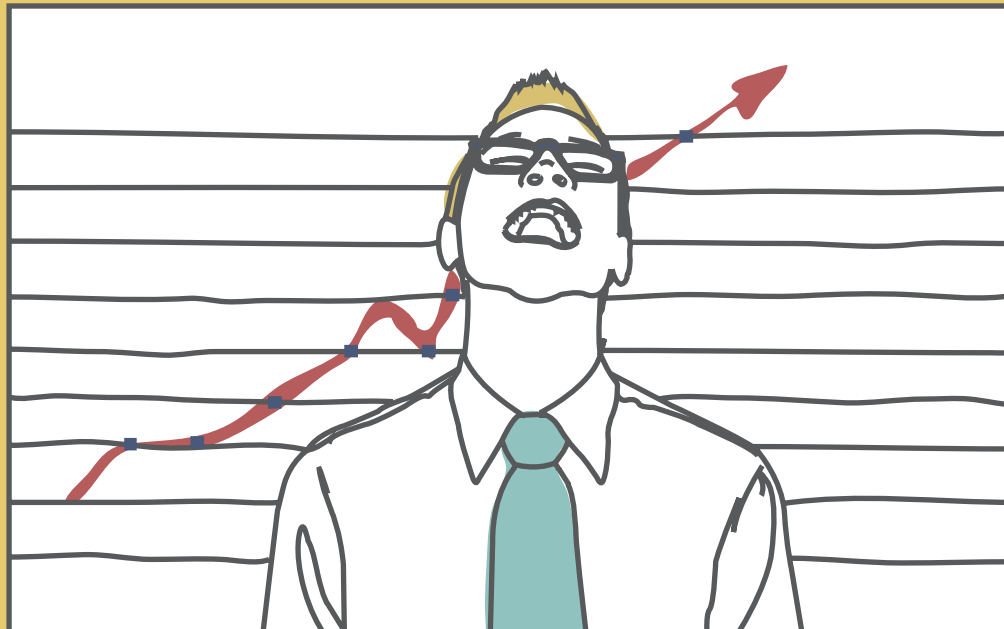


- \* Segment your audiences
- \* Research their relevant needs
- \* Develop a profile for each segment
- \* Map their points of influence and buying processes
- \* Interact through social media

*tip number four*

# INCREASE PRODUCT VALUE

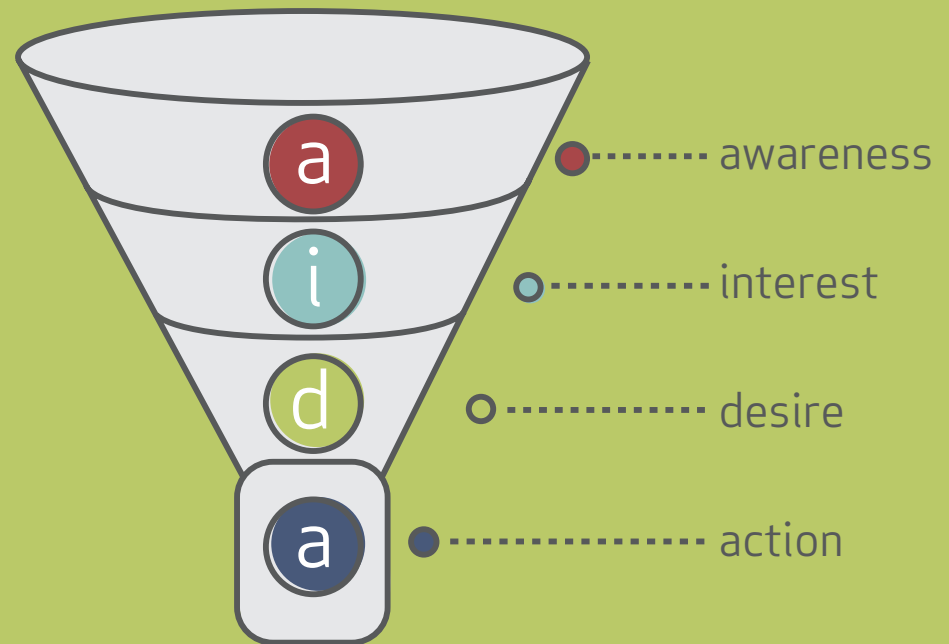
- \* Your vendors may do more for less during a recession.
- \* Improve the quality of your product/service and sell it at the same price as your competitor.
- \* Or reduce the cost of your product/service while keeping it at the same quality level.



*tip number five*

# INCREASE THE IMPACT OF YOUR MARKETING COMMUNICATIONS

- \* Creative advertising that gets attention/***awareness***.
- \* Relevant messaging that generates ***interest***.
- \* A unique value proposition that creates ***desire***.
- \* A call to action that results in ***sales***.



**HOW DO I FULLY  
LEVERAGE  
MY MARKETING  
INVESTMENT  
DURING A  
RECESSION**

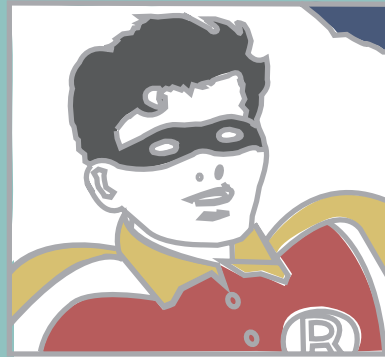


You might assume that, given the economic downturn, there would be less investment in creativity and more focus on just “getting the business.”

But there is a growing awareness that **creativity is the crucial “x factor”** in getting customer attention and persuading them to take action.



*left brain strategy*



*right brain creativity*



*explosive results*

We all live in a “white water” world. We’re surrounded by product/service choices. The average American is exposed to more than 2,000 brand messages a day. And the pace of life is constantly accelerating.

How will customers notice you? It takes a **big, bold idea** to get attention. Start by asking two questions: **(1)** If customers had no price threshold, how would you change your offering? **(2)** What could you do to your product or service that would force customers to sit up and take notice?



**In the past, little ideas were the key to success.** Small improvements in efficiency or design could improve a product enough to edge past the competition.

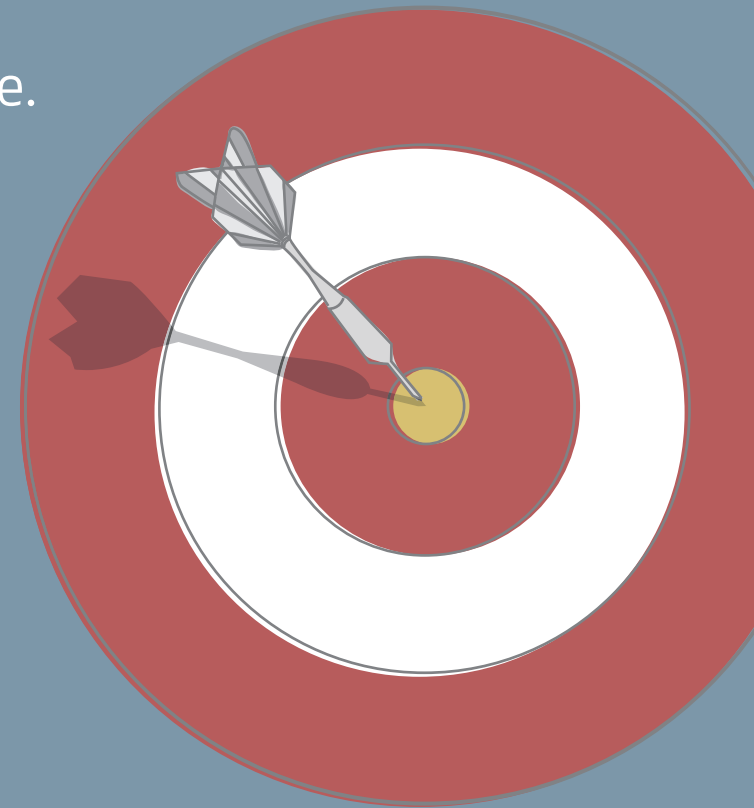
But now we are in a noisy, fast-paced marketplace that is jammed with product/service options. Incremental improvements are ignored. Your customers are looking for “game changers.”



*tip number six*

# TARGET THE EMERGING NICHE

- \* If your category is overrun by strong competitors, target the emerging niche.
- \* Anticipate who will dominate the category in the future and deepen the appeal of your brand to them.
- \* If you own the right niche, you'll become the next category leader.



*tip number seven*

# USE INTERACTIVE MARKETING

- \* Your customers are creating content about your brand.
- \* Audiences are no longer just receptors. They've become co-creators and distributors.
- \* Listening and collaboration are the new essentials.
- \* Today, the #1 trusted source for info is now "people like me."



**HOW DO I BUILD  
MY BRAND IN  
THIS NEW  
INTERACTIVE  
ENVIRONMENT**



# COMMUNICATION'S NEW PARADIGM

Your challenge is to influence the conversation so it reflects your brands accurately. Moving from a monologue to a dialogue is not easy, but it will result in greater brand loyalty and more cost-effective communication.



“For brands to remain relevant in this (digital) environment, they will need to adapt to both emerging technologies and shifting consumer behavior without delay. Those who will succeed will... **act more like publishers, entertainment companies or even party planners, than advertisers,** such as Nike who recently scored a major coup by hosting a global ‘Human Race.’”

— From Feed, The Razorfish Consumer Experience Report 2008



Marketing communicators are moving **from control to influence**—similar to parent’s role change when their kids become adults.

Influence starts with listening. Find out what people are saying about your brand, then join the conversation. Don’t be defensive. If people are complaining, try to be helpful. Respond quickly to legitimate issues. Be open and authentic.



Determine **what kind of influence** you want to achieve, and how you might engage in order to achieve it.

Don't try to manage the online communication, **just respond** to it. Keep in mind that online conversation will be messy and often capricious. Don't overreact to criticism.

**Develop a strong brand purpose** and use it as a filter for your responses. This will define your brand's conversational voice and will increase brand influence.



“Brands need to create content that engages... consumers. They need to provide valuable services over mere advertising and master an increasingly complicated and expansive content distribution model.

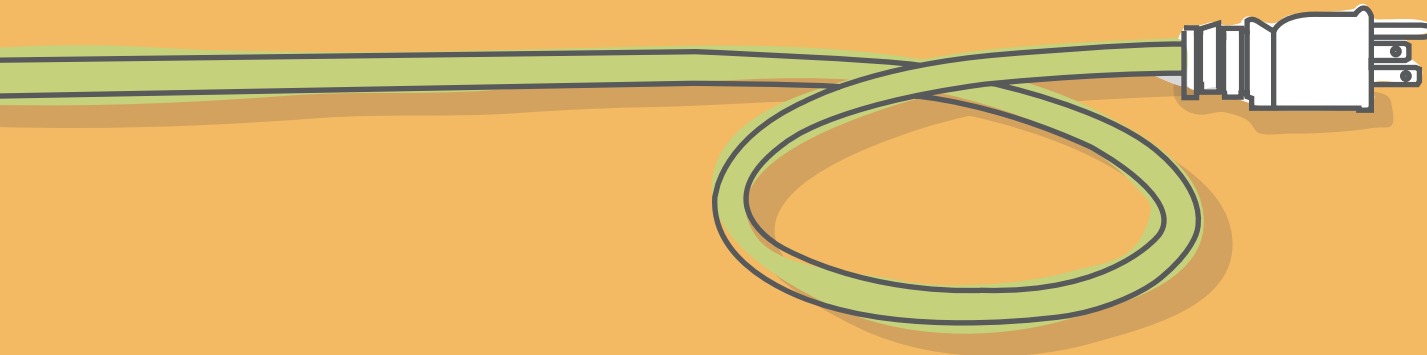
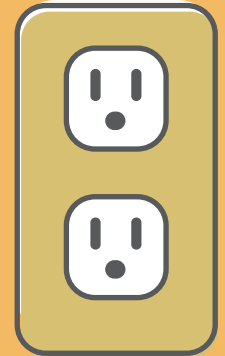
And, of course, they need to **rethink the way they create relationships (or conversations) with consumers...**”



*tip number eight*

# CREATE RETENTION EQUITY

- \* Retaining customers is essential for market growth.
- \* How loyal are your customers? Do they have good reasons to stay “plugged in?”
- \* This can be achieved by offering unique features and benefits, loyalty programs, and by establishing an online community.



*tip number nine*

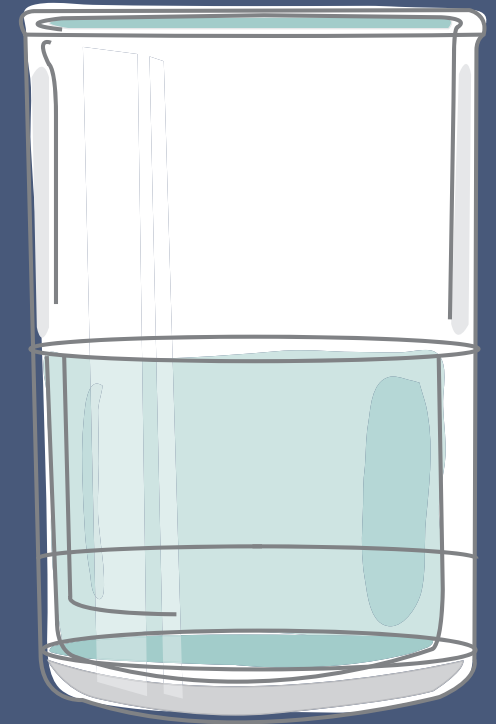
# KEEP ON THE SUNNY SIDE...

Category leaders are **entrepreneurial optimists**.

They see opportunities in the toughest times.

They're not afraid of change because they're too busy changing the world themselves.

**HALF FULL**  
*but not full enough*



TO DISCUSS YOUR MARKETING AMBITIONS,

CONTACT JOHN SAWYER, CHIEF STRATEGY OFFICER

AT 616-458-8750 OR [JOHN@GREYMATTERGROUP.COM](mailto:JOHN@GREYMATTERGROUP.COM)

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MARKETING MOJO