



World Exhibitions Club

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your Tips for marketing in a recession or with budget cuts

An economic downturn or even a reduction in budget can mean a change in the way you promote yourself, but it does not mean you cannot have a successful campaign.

Time and time again survey and report findings show that events play an increasingly vital role in the overall marketing mix.

Among all marketing channels, meetings and events are the field that can have the greatest impact to boost return on investment and speed up and strengthen brand relationships.

Here are a few guidelines to get the *very most* from *very little*.

Don't stop

As rivals cut back, you will gain a greater share of the market by promoting yourself more.

Change your focus

Replace gimmicks with a real promise of value and reliability. Reassure your customers; show them how you can meet their needs.

Know your customers

How are they responding to the economic climate? What are they spending and most importantly, what do they want? Your existing customers will look to faithful brands – don't lose them.

Cut through the gloom

By showing the confidence to invest in promoting your brand sends out the message that you are stable, reliable and not giving in to the present situation.

Use your budget wisely

- Consider swapping larger, longer adverts for smaller more frequent ones to maintain your presence.
- Try to utilise all avenues, eg: the internet, association exposure, your local Office of Commerce and Industry, local municipality networking meetings, etc.
- Make sure you shop around, as advertisement rates will be more competitive in such a climate.

Measure it

When budgets are tight, your advertising must achieve results. Consider online ads, direct marketing, coupon promotions and point of sale, all of which show tangible results.

Keep it going

A recession may be a choppy part of the economic cycle, but the same basic business sense applies. An approach that works during a recession will fare even better when things pick up.