

Marketing in Turbulent Times

By Mindy Ferrentino Wolfle



Do you have faith in your company? Do you trust your services, products, people, and long-term vision? If so, then *postponing or eliminating programs during tough times is exactly the wrong strategy.*

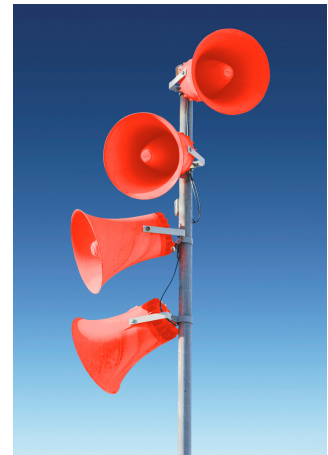
Depending on your business's economic and revenue realities, you must pay attention to your budget. At the same time, don't neglect the longer-term realities. It's a balancing act to be sure, but one that can pay dividends if done right.

What do survivors do during turbulent times? *They market, market and market some more.*

Your first instinct may be to cut your marketing, communications and public relations budget. Look at it this way: it may appear to have no short-term business impact and you're implementing an immediate cost reduction. *Unless your company is in danger of going belly up, this is exactly the wrong thing to do. Survivors don't think in the short-term.*

Marketing during tough times holds tremendous value. It keeps alive the connection between you and your clients, customers and the rest of the outside world. It shows confidence in your business, even in an economic downturn. And that's reassuring to those who have more than the jitters, themselves. Don't underestimate this point.

Marketing at this time communicates a powerful message. It says you are strong, in it for the long haul, and reinforces the decision that you are the person or company stakeholders want to entrust with their business.



In tough times, as always, visibility is critical. There is a direct correlation between market awareness and the lasting endurance of a business. Too often during tough economic times, companies turn their focus inward and fail to recognize the need to keep their brand and consistent message in front of existing and potential clients and customers.

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