

RECESSION SMARTS

Leveraging Sales & Marketing in a Recession Economy

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THAT WORKS™

RECESSION SMARTS

LEVERAGING SALES &
MARKETING IN A
RECESSION ECONOMY

Brands that increase marketing during a downturn can improve market share and return on investment. Successful companies do not abandon their marketing strategies in a recession, they adapt them.

- HARVARD BUSINESS SCHOOL/WORKING KNOWLEDGE

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ARE THESE THE QUESTIONS KEEPING YOU UP AT NIGHT? DO YOU HAVE THE ANSWERS?

Are you getting the most out of your current marketing efforts?

How do you drive maximum value for your spend?

How do you optimize your efforts today and simultaneously prepare for the upturn?

How can you not only survive, but thrive in a downturn economy?

What knowledge/expertise/connection can you leverage that you may not have thought of?

How do you find the right partner to trust to implement your vision?

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THE ANSWERS CAN BE FOUND

Reach business objectives through marketing solutions that *spur growth, increase brand equity and boost profitability.*

The process:

- Crystallize Your Vision
- Reduce The Risk
- Translate Client/Customer Value
- Build Brand Equity
- Position For Growth

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*Marketing done right, manages for profits,
not just sales.*

- CHICAGO MANUFACTURING CENTER

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CRYSTALLIZE YOUR VISION

Clarify your big picture view

Focus your goals & objectives

Determine where there are opportunities

State what is your unique value

Identify market gaps

Find your 'voice' - 'essence' - 'value'

REDUCE THE RISK

Identify what works & what doesn't

Play to your strengths

Evaluate KPI's

Focus on key profitable business

Strategize where to move forward

Implement smart and implement well

TRANSLATE CLIENT/CUSTOMER VALUE

Define benefits vs features

Define your value from the audience(s) standpoint

- Who are you?
- What do you do?
- How you are different?
- Why will they buy?

Refine your competitive edge

BUILD BRAND EQUITY

Deliver brand value through experiences

Be consistent across all media

Articulate positioning subtleties to each target

Play to your strengths

Give them what they want, how they want it

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POSITION FOR GROWTH

Define success

Focus on most profitable opportunities

Invest back into your brand

Build toward future goals

Fully integrate marketing solutions

Be present throughout the entire 'sales funnel'

Measure & track & tweak

Use technology to your advantage

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BRAND AWARENESS | LEAD GENERATION

**BRAND EXPERIENCE
& ENGAGEMENT**

CONVERSION

SALE

CROSS-MARKETING

CLIENT ENGAGEMENT

ROI | BRAND CHAMPIONS | REFERRALS

Key phases to accomplishing a successful sale and creating a profitable client—and these are the phases where smart marketing will produce the greatest communications ROI. This is where MKB excels.

**THE
SALES
FUNNEL**

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In today's economy, if you don't market, your competition will... Marketing in a downturned economy gives you a louder voice, offers more clarity and a competitive advantage over your more quiet, timid competition.

- CRAIN'S CHICAGO BUSINESS

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