

## IN THIS ISSUE

Mark's Freelance Corner

Thinking of Cutting Your Marketing Budget?

PAST ISSUES

[click here](#)

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### Food For Thought

"You see things; and you say "why?"  
But I dream of things that never were, and I say "Why not?"

~ George Bernard Shaw, an Irish playwright and a co-founder of the London School of Economics

visit Mark's profile at



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## Will Work For Food

### Mark's Freelance Corner

Over the last couple of months I have had the pleasure of designing a new web site for ART and a tri-fold brochure for a local credit union:

#### Advanced Radiant Technologies (ART) located in Seattle, WA

A respected industry leader in the craftsman tradition of radiant technology application, Advanced Radiant Technology (ART) designs and installs custom hydronic and radiant floor heating systems along with boiler service and replacement.

You can view ART's new web site [here](#).

#### NW Plus Credit Union

locations all around the Puget Sound area  
Since 1939, NW Plus CU has provided financial services to the employees and family members of GTE (now known as Verizon). Since then, they have expanded their charter to include anyone who works or lives in the State of Washington.



### Thinking of Cutting Your Marketing Budget?

When the economy struggles, marketing dollars are often the first to go. I urge you to hesitate before bringing the ax down, this decision will only hurt you in the long run, as it is a short-term fix.

Marketing is part of the solution not the problem. It's part of a company's core business strategy; if you cut it, you're cutting your business strategy.

If you stop advertising for two months, sales won't stop, but in four or five months down the line, you'll see the hit. If you turn off the engines off a plane flying at 36,000 ft, it does not drop out of the sky, it gradually loses altitude.

Continues 

According to Milward Brown research: Consumers base their product choices as follows: 59% of consumers buy goods on the strength of a brand, 84% are brand driven purchases, and only 10% are price driven purchases, such as utilities, fuel and apparel. Consumers in a downturn buy brands they associate with quality and longevity, so it stands to reason that brands that lose face-time with their audience, eventually will lose their hold on their market-share.

This is the perfect time to get smarter about your marketing dollar and spend it to bring results. The key is to look at your marketing dollars as an investment, not an expense. Use the customer knowledge that you have and implement creative marketing during these times of financial distress.

During the Great Depression, WK Kellogg continued to market his cereals as all his rivals were cutting back: in doing so, he pulled ahead in sales, a change that has never been reversed.

During an economic downturn, your focus shifts, but to get on top you need to reach the right people, focus on the brand, talk while people are silent and most of all you have to be **CREATIVE**:

**C**lever cost strategies

**R**esearch your customer thoroughly: be where they are

**E**ncourage new ideas from your employees and clients

**A**ssess and allocate the budget: advertizing is not the only marketing discipline

**T**arget and reach out to them: spark a conversation

**I**nvestigate and talk to the right people

**V**alue your marketing department

**E**njoy the journey

If you would like advice and ideas on maximizing your marketing dollars, please contact me to discuss how together we can keep your brand going strong.

*The above article was adapted from:  
Cutting Your Marketing Budget. Surely Not! by Greg Wixted.*

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