

IMPACT!



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President

Call us
TODAY!

Begin to
make an
IMPACT!
tomorrow!

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“Linking Companies to their Communities”

! *Marketing in 2009*

Put down the newspaper. Turn off CNN.

By now, we all know that 2009 will be an economic challenge.

As you tighten your budgets and cut expenses, it's time to *retool* your marketing budget, not cut it completely.

Research shows that that maintaining, and even increasing, your marketing investment during an economic downturn will place your company at a significant advantage when the economy inevitably improves over companies who chose to hibernate now.

McGraw-Hill Research analyzed 600 companies from 1980-1985, and discovered the businesses that maintained or increased their marketing expenditures during the 1981-1982 recession realized sales that **rose 275% by 1985**;

Companies that didn't keep up their marketing grew by only 19%.

This fact has held true for all post-World War II recessions, starting in 1949, as studied by The American Business Press.

Penton Research Services, Coopers & Lybrand, in conjunction with Business Science International, found that a strong marketing program helped firms solidify their customer base, took business away from less aggressive competitors, and positioned themselves for future growth during the recovery. *

Aggressive, smart marketing will give your company a rare opportunity to dominate the market and establish valuable brand recognition. . . . and maintaining brand awareness is much less costly than rebuilding it later.

So, it's time to evaluate which strategies, venues, and tactics are bringing in business. It's time to rethink where you will place your marketing investment dollars.

2009 is the perfect time to consider using low-cost, no-cost web based marketing strategies . . . blogs, videos, podcasts, press announcements released to internet sites, and social marketing tactics.

IMPACT! Inc., focuses on identifying and marketing to your ideal clients using cost effective, efficient strategies that are guaranteed to increase your ROI.

[Contact us](#) so we can assist you in achieving your 2009 marketing goals.

* Research and statistics noted in this article are courtesy of **Zafari, Inc.**, an award-winning marketing, web design and graphic design firm specializing in high-impact web design, logo design, and marketing collateral design. Learn more at: www.zafariinc.com

Make an **IMPACT!** in 2009

**Make an IMPACT! with
"Customized Communications"**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with
"Messages that Matter"**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increase your credibility and builds your organization's identity.

**Understand how to better
IMPACT! your customers**

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.