

R55

MAINTAINING MOMENTUM IN A RECESSION

WHY PRECISION DIGITAL MARKETING IN A
DOWNTURN IS A MUST

ROCKET55

OVERVIEW

Our company was formed six months before the recession of 2008. That experience taught us a lot, including how to fuel our own growth throughout a downturn. More importantly, we learned how to help a wide variety of companies maintain their growth and momentum during uncertain times.

We are now faced with a new unfamiliar set of circumstances that will continue having a major impact on the economy for the foreseeable future.

While there is no doubt that it is harder to acquire new business in a recessionary period, there is an opportunity to pick up market share from competitors and capture what new business is out there. Every business should scrutinize expenses while simultaneously looking to re-prioritize existing cash toward expanded sales and marketing.

According to the Harvard Business Review: "It is well documented that brands that increase advertising during a recession, when competitors are cutting back, can improve market share and return on investment at a lower cost than during good economic times."

OPTIMIZE YOUR MARKETING EFFORTS

HERE ARE A FEW CRITICAL WAYS YOU CAN OPTIMIZE YOUR MARKETING EFFORTS IN ORDER TO MINIMIZE THE EFFECTS OF A RECESSIONARY PERIOD.

Find the right partnerships:

During times like these, it is more important than ever to find the right partners that help you outpace your competition. You need to prioritize partnerships with companies that know how to harmonize sales and marketing to achieve meaningful business outcomes and more predictable results.

Shift your messaging, based on market research:

Do a deep dive into your target audience's recession behavior. How have they behaved in the past? What are their concerns now? What are the specific challenges that your clientele will face and how can you help bring them value?

Reporting dashboards that provide actionable insights:

During tougher economic times, it becomes more important than ever to know what works and what doesn't. You need to understand which channels are working and which are not, including where to increase spend and where to eliminate it.

If your CRM is actively being used, you can even achieve closed-loop attribution—giving you a full understanding of how your investments in paid marketing channels are driving business growth.

Augment sales and lead generation through paid digital advertising:

Google ads are a great way to quickly access your audience. You can also test ads against one another to constantly refine and deliver the most effective ads. Targeted LinkedIn advertising is also a great way to speak directly to your audiences who need to hear from you right now.

Maximize your organic search engine rankings:

It doesn't matter who your competitors used to be. What matters is who shows up in search results. What used to typically happen via word-of-mouth referrals now more frequently occurs within a search engine—are you using search to its full potential, both driving traffic and capturing new revenue?

Replace revenue from conferences, trade shows and canceled events:

Many industries are seeing an impact from canceled events. The silver lining in a trade show being canceled is that you can divert those funds—from airline tickets to booth registrations—into impactful online advertising that reaches your customers where they are.

Capitalize on lower costs of online advertising and decreased noise:

Some companies will pull back on all advertising right now, including their digital ad spend. This gives you the opportunity to stand out in your market by maintaining a digital presence while others are pulling back, allowing you to increase visibility and capture lower cost-per-clicks.

HOW WE HELP COMPANIES LIKE YOURS

- Find ways to offset possible losses in revenue
- Strategically position yourself as a market stand-out
- Clearly understand how your marketing is working—and where it isn't
- Help you understand where to spend and where not to spend your advertising budget
- Understand how to measure and increase the value marketing is bringing your organization right now.
- Understand how to keep your lead pipeline from drying up

GENERAL ADVICE

FROM OUR MANAGEMENT TO YOURS

- Cut expenses and track cash carefully. Cut any unnecessary expenses. Everyone needs to preserve cash reserves and free up funds that can go toward capturing market share from the competition.
- For B2B organizations, they become more rigid in Accounts Receivable collections. Start collections call the moment a client gets behind.
- Increase sales activity. With the current economic climate, you will have to fight even harder to land the new business opportunities that exist.
- You will inevitably face some revenue stoppages and must be prepared to work diligently to replace that income as soon as possible.
- Improve client communication. It's more critical than ever to be seen as a partner that adds value, rather than a fixed cost that can be trimmed or cut.

Do you have questions about how Rocket55 can help you during this time of uncertainty?
Don't hesitate to reach out.