Ten Reasons to Advertise During

TOUGH TIMES

1. You're Open. You still turn your lights on. Why not invite people in? If you are open for business at all, you must market that business.

2. Opportunity. When the pie gets smaller you can still get a larger slice. Advertising during tough times increases your odds of being the vendor of choice and seizing share from your competitors.

3. Reliability. When your business gets softer, increase your core media. Media mix is a desirable goal except during tough times when you need to rely more heavily on your base medium; newspaper.

4. Proven Results. Newspapers get proven results. During tough times, your advertising needs to be focused on ROI and not other nice options. Newspaper advertising is a proven ROI vehicle.

5. Fish Where the Fish Are. . Newspapers offer the best local reach and that means that newspapers are the first place to look for consumers for your services.

6. Tough Customers. Consumers research purchases more during tough times. Be among the considered choices. The newspaper is the marketplace for shoppers and if you aren't there, you may not be considered as a choice for those who are buying.

7. Credibility. Advertising in a credible medium is an indication that you are.

8. Bravado. Never show your fear. Advertising indicates your confidence in your business.

9. Convert Wants Into Needs. During tough times, consumers buy what they need and not what they merely want. It is up to you to convince consumers they need what you offer.

10. Start the Funnel. Even if customers are not buying today, advertising is your opportunity to start people thinking about what is important to buy and who from. It will pay off later.

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