



## “Please Don’t Read This!” – AMT – Lessons Learned

If you happen to manufacture any products similar to what my company does, please stop reading this article. For the rest of you, there's a secret to winning more orders, building brand awareness and gaining market share which our company has employed during each and every economic downturn we've experienced.

Ready? It's called “promotion.” That's right. Advertising, public relations, trade show exhibits, Web site development — those types of promotion. Right now you're saying to yourself, “I've heard that before, but marketing is expensive!” The fact of the matter is that it's more expensive not to market and promote during these times of recession and economic slowness.

When times are tough, the “low hanging fruit” in a company's

budget is often marketing expenses. This means that many companies pull back on promoting their attributes to potential customers — little or no advertising, dropping out of trade shows, those kinds of things.

What we've learned at our company is that customers want to do business with suppliers they perceive to be strong, stable and will be around to support them, especially through difficult economic periods. When times are good, every company advertises and promotes themselves making it tougher for anyone to stand out in the crowd. During a downturn, however, since so many companies cut marketing programs, those who continue to make these investments benefit from better exposure, clearer messages and increased brand awareness. We have found we get

even more bang for our promotional buck in a down economy, resulting in more new customers gained, better retention of existing customers and an overall softer landing in our level of business. We also experience a faster recovery in our order book as the industries and markets we serve improve.

Go ahead and implement these ideas at your company, but don't tell our secret to our competitors. ▮

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