



Digital Marketing Whitepaper

# **Beat the recession with 7 new marketing activities**

By

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## **Beat the recession with 7 new marketing activities**

It's not all doom and gloom during the recession, infact it could be good news for small businesses, where many well established companies are suffering from not being proactive enough in their marketing activities, smaller businesses may be able to react quicker if you're prepared to dive in and engage with the competition.

With this in mind, this whitepaper suggests seven new marketing activities for your small business. As well all marketing, you should always focus on ROI, for example, if your last email campaign cost £50 and delivered 3 leads, it will probably deliver 30 leads if you spend £500.

### **1. Keep your website up to date**

A website should be seen as an ongoing marketing activity. Unlike your business cards and other marketing material your website is never really finished. Even when the site is looking great and the copy is all fully up to date, there is always more to do, it's an easy way to keep one step ahead of the competition.

Try to focus your efforts on adding new pages with fresh content rather than revamping what's already there. Try writing news articles about subjects related to your products or services so that your audience will find it interesting.

### **2. Create a new email campaign**

Email marketing is one of the most popular forms of internet marketing. There are many distinct advantages to the concept of email marketing; perhaps one of the most significant is the ability to reach an international audience with minimal cost and effort.

There are certain steps you need to follow in order to create an effective email marketing campaign. You can't expect to send out a handful of emails and make huge sales. Look out for our whitepaper 'Effective Email Marketing' coming soon which demonstrates the simple approaches that can help you plan and execute an effective email marketing campaign.

### **3. Networking**

Networking is crucial in business and if you sell business to business there are plenty of formal networking opportunities – ask you local Chamber or Business Link. If you need to meet potential clients find a way you can talk to these people, perhaps a blog or social networking group is a good place to start.

### **4. Create a referral scheme**

The best people to ask for referrals are existing clients. Word of mouth is the best form of marketing and it costs nothing; so why not offer a reward as an incentive. You should make the reward as generous as you can – if the sale of your product generates a profit of £1,000 you can afford to offer £100 for a guaranteed sale, right?

## 5. Newsletters

Newsletters are a great way to keep in touch with customers as you can send news and information about what's happening in your industry, introduce a new member of staff and details of any current offers or promotions. This helps you get a more personal relationship with the client and builds a great reputation for expertise in an area, ensuring that when people are ready to buy they think of you.

## 6. Organise a seminar

Why not create a buzz about your services by holding a seminar, invite existing clients, old contacts and possible leads. If you're feeling brave and your technology advantageous why not give an online seminar a go to present to a wider audience. If you can give a good enough talk about your specialist subject, people will just assume it's great!

## 7. Try something new

Why not try some new advertising and approach the local newspaper? The cost of publishing an article can be relatively low – admittedly, sometimes because they don't work. Try a few adverts and use a special offer or advert tracking code to see which ones give the best response.

## Next Steps

We hope that this whitepaper has provided you with some new information, or even a new perspective on how to survive the recession.

If you'd like to talk about reviewing your current marketing strategy whether it be updating your website or creating a new email campaign, then feel free to contact us. One of our consultants will be happy to spend some time reviewing your market, and providing various options for efficient and cost effective marketing activities.

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