

Weathering a Potential Recession With Digital Marketing

What's the best strategy to adopt when times are tough?

If you want your business to stay afloat in a crisis, it's important to establish your products and services as essential. While it makes sense to consolidate costs and save where you can, investing in digital marketing during these tough times will help get your brand where it needs to be by engaging your customer base.

Simply put, if you view digital marketing as an expense and not an investment, you need to rethink your strategy.

An effective digital marketing strategy will:

- Increase the visibility and credibility of your business
- Maximize the number of visitors and returning customers to your site
- Generate future growth through advanced branding efforts
- Allow you to track ROI with definitive stats and analytics

With most distributors spending their time online right now, digital marketing is your best bet to reach these prospects. Ways to best utilize your digital presence include managing your ESP* listings and integrating your current website or creating a new one. Instead of cutting your marketing budget, take a step back and approach your channels in a cost-effective way that can improve brand awareness.

It's important to remember that any economic downturn is temporary. The eventual increase in consumer spending will provide the boost that businesses need, and when that time comes, your brand needs to be top of mind.



More than
60%
of businesses report
that it's cheaper to
retain customers
than it is to find
new ones*

By exuding confidence and stability during tough times, your brand will be better positioned to reap the rewards in the long run. To learn more about our digital marketing options, visit ASlvertising.com.