

# MAKE THE MOST OF YOUR MARKETING DOLLARS

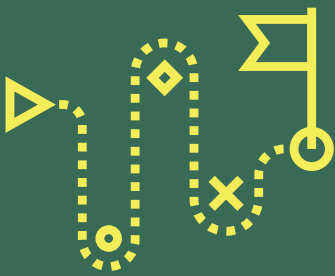
## TOP THINGS MARKETERS NEED TO KNOW FOR BUSINESS HEALTH DURING AND AFTER THE COVID-19 PANDEMIC

History has proven that the promo products industry rallies during difficult times to make sure we all come out stronger than ever. Whether this is your first time dealing with an economic crisis or you've been here before, we have a few things to keep in mind when creating your action plan.

1

### DON'T ABANDON YOUR MARKETING STRATEGY

When an economic downturn hits, it's a natural inclination to cut expenses, including marketing efforts. But if there's anything the past shows, it's that companies that maintained or increased their ad spend during economic downturns grew their business and carved out more market share. Consider this: When your competitors pull back, it's your chance to step in and get additional exposure in front of distributors. Every action you take (or don't take) now will affect your business for weeks, months and possibly years down the road. Grow or, at a minimum, maintain your brand presence to build trust with customers and prospects. Let them know you're here, weathering the storm with them, and that will make you the first supplier they come to when they're ready to place an order.



2

### PUT YOUR CUSTOMERS FIRST

Remember the 80/20 rule: 80% of your sales come from 20% of your customers. You need to hang onto that 20% because those customers will be your greatest asset during this time. You can't effectively retain their business and loyalty if you aren't communicating with them. Focus the bulk of your marketing efforts on your existing clients, especially the top 20%. They're the ones looking to you for assistance, guidance and recommendations on how they can find creative opportunities and continue to sell. Be there for them and they'll return the favor with their business.



3

### IT'S A MARATHON, NOT A SPRINT

Although the pandemic's impact has been hard and fast, there is no quick fix. The rebuild will hopefully come sooner than expected, but as with all downturns, you need to have patience and put in the work to ride this through. Know that every effort you make now will pay off, and do everything you can to stay consistent with the number of communications you send and your messaging. It will keep your business alive and almost certainly ensure future growth.



### WE'RE HERE TO HELP

Want to explore your options during this pandemic? We're here to help. People are looking for information now more than ever and we can help you get in front of them. Let us work with you to create a cost-effective marketing program that's a custom solution for your business.

**CONTACT YOUR ASI® ACCOUNT EXECUTIVE TO EXPLORE OPTIONS.**

**"IN GOOD TIMES, PEOPLE WANT TO ADVERTISE. IN BAD TIMES, THEY HAVE TO."**  
BRUCE BARTON