



Perfection is our vision !!!  
our passion for quality has no room for compromise

Blog!!!

## Your Free Recession Proof Marketing Kit

History has shown that businesses that survive during tough times did not have inside information about the future, nor were they any smarter than us. What they did do is beat themselves up over the situation or accept that the recession is their fault.

No, they stayed positive and focused on the task at hand, with the full understanding that:

- Things are going to get really tough out there
- Business that does something about it, immediately, has a better chance to get through it, rather than businesses with a better location or product.
- Some of the most successful people and businesses have gone through tough times, learnt the secrets to get through it, and come out leaner and stronger.



Make no mistake there are 2 surefire ways of failing during a recession, **Bad Maths** and **Bad Marketing**

## What is Bad Maths?

- Profit Margins not high enough
- Costing not done correctly
- Staff wages and bonuses disproportionately high
- Carrying too much stock
- No budgets for measurable marketing and advertising

Now, if you have your costing and margins right, and you have trimmed the fat out of your business, and looked at all the places where you can cut back, then you have Good Maths. Well done.

Be aware that many entrepreneurs get this wrong - so make sure trim in the right areas. Because, if you get this wrong, you are most likely still going to end up as just another one of the many victims of the feared "R" word.

## NO CUSTOMERS = NO SALES

Customers are the foundation of any business, and without any you simply will not survive. So when cutting back on costs, including your marketing budgets you should realize that you are busy cutting out the **Muscle** of your business and not the **Fat**

strategically creating marketing, advertising & online media perceptions

clientservice@ingenuitymarketing.co.za • www.ingenuitymarketing.co.za  
P O Box 11892, Vorna Valley, 1686 • T. +27(0)11 675 7116 • F. +27(0)86 543 9013





Perfection is our vision !!!  
our passion for quality has no room for compromise

Blog!!!

## Nothing happens, till a sale happens

The simple fact is that there is no use in having a great product, in having manageable margins and in having trimmed costs, if you have **NO CUSTOMERS**. You will still go broke, and, yes, it might be painful and slow, but it will still happen.

There is just no getting past it; you need customers and sales to make it through these tough times and not just any customers, ones that are ready to spend money with you **RIGHT NOW**. I am sure we are all in agreement that both in good and tough times **CASH FLOW IS KING**.

So, what you really need help with is **RECESSION PROOF MARKETING**

Make no mistake! There are marketing strategies and solutions that allow you to not only increase your marketing footprint, whilst reducing costs, but provide you with shortcuts and most affordable ways to find customers with CASH ready to spend with your business NOW.

Never has the saying "When the going gets tough, the tough get going" had more meaning than it has right now. And at the moment, getting customers to spend money with our businesses seems tougher than ever before.

The secret is definitely not to work harder but to be smarter, but what does smarter mean? Does it mean:

- o Being able to resist those charming and good looking sales reps that prey on your vulnerabilities by trying to sell you products and solutions that aren't right for you, which end up costing you thousands of rands you did not have, and putting you back right to where you started in the 1<sup>st</sup> place?
- o Sticking to the basics, like optimizing marketing channels you own 1<sup>st</sup>, targeting customers and prospects you either know or have a relationship with?
- o Increasing the marketing profitability of all the people that work for you?

It means all of this. And YES, you might think to yourself, you cannot be serious; who has the time or the money to do just this during a recession? This will cost a fortune and require serious information and assistance from experts.

**STOP RIGHT THERE** ... Because you are wrong. There are simpler, faster, more targeted and cost-effective ways to market your business and build brand during the recession.

There is little doubt that using email and the internet is no doubt some of the smartest ways to market your business in a tough economy.

Based on recent research done by the Aberdeen Group "How best in class companies are weathering the storm":

- o Many companies are shifting their planned marketing spend from high cost channels to low cost channels, like email, that tend to be more cost effective in yielding the desired results.

strategically creating marketing, advertising & online media perceptions

clientservice@ingenuitymarketing.co.za • www.ingenuitymarketing.co.za  
P O Box 11892, Vorna Valley, 1686 • T. +27(0)11 675 7116 • F. +27(0)86 543 9013





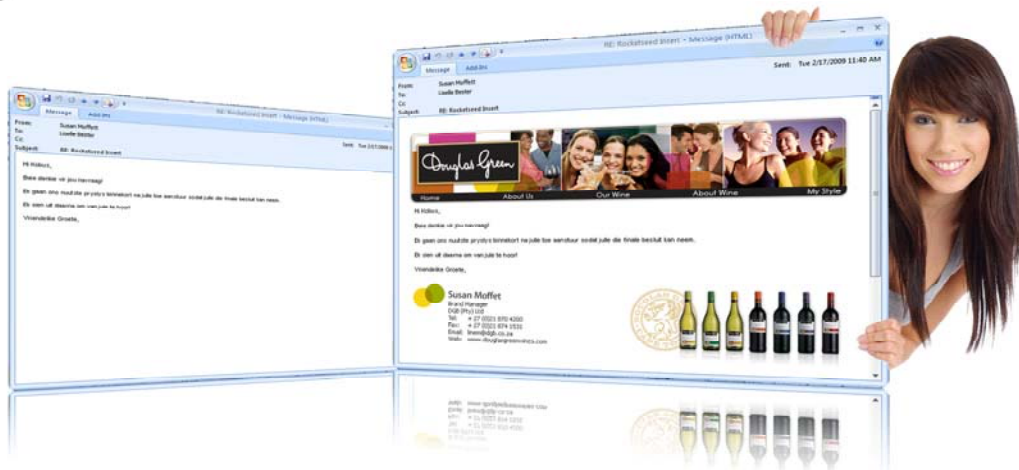
Perfection is our vision !!!  
our passion for quality has no room for compromise



Blog!!!

- o With the rise of social media, the speed and reach of word of mouth with respect to every imaginable consumer product and service is increasing by orders of magnitude. By turning consumers into brand advocates and building market awareness in an exponential manner, social media marketing is a cost-effective way for a company to achieve some of its key marketing objectives.
- o Email marketing outperforms virtually all other media in terms of RO. Recent studies suggest that email delivers one of the lowest costs per order, but, relative to other channels its marketing performance is easiest to track and measure.

### Email Before and After Ingenuity Intelligent Email branding:



### Make the ultimate breakthrough towards recession proofing your business today, by using email to turbocharge your business in 2009



The internet has revolutionized the way businesses communicate with customers. **Email has become the new paper**, websites the new storefront, SEO the new way of ensuring that people find you, blogs and social and business networking platforms the way to spread your message and build loyal communities around your business and brand.

Gone are the days when you can rely on the traditional or old-fashioned business models and archaic marketing methods for success. Email and the internet has **leveled the playing field**, and it is no longer the size your business that counts these days (as the recession has clearly shown), but more importantly it is the way business embrace email and the internet and their ability to develop, integrate and execute powerful and innovative digital marketing strategies.

strategically creating marketing, advertising & online media perceptions

clientservice@ingenuitymarketing.co.za • www.ingenuitymarketing.co.za  
P O Box 11892, Vorna Valley, 1686 • T. +27(0)11 675 7116 • F. +27(0)86 543 9013





Perfection is our vision !!!  
our passion for quality has no room for compromise

Blog!!!

In fact, it is relationship building and communication made possible through digital initiatives that can truly **differentiate your brand** in today's marketplace, requiring from us, as business owners, not to only work harder but also smarter by embracing both email and the internet to build brand and spread our business message effortlessly.

To help you make the most of 2009 we have short listed 10 sure-fire ways you can use email to market and promote yourself better and make an immediate impact.

**1. Optimize a marketing channel you own** - You are already sending hundreds, if not thousands, of emails to customers, prospects, suppliers and partners everyday, with a nearly 100% guaranteed open rate. By using **Ingenuity Intelligent Email branding** the world's leading email branding and intelligent marketing solution, you can optimise this powerful marketing channel by effortlessly building brand and marketing your business with every single email you and your staff send.

**2. Stand out from the crowd** - Being ordinary and doing things the traditional way just is not good enough today. We operate in an increasingly competitive world where we cannot miss a single opportunity to differentiate ourselves from the rest of the pack. **Ingenuity Intelligent Email branding** allows any business, however big or small, to use every email it sends, to not only stand out from its competitors, but also increase brand recognition and loyalty.

WINNER 2008	Rooms	Breakfast	Rates & Bookings	Location	Activities	MAKE ENQUIRY
 View More Images >> Check Availability & Book Online >>						

**3. Publish your successes** - How often have you been frustrated by your inability to tell other people (existing and prospective customers) about your achievements? Make this something of the past by using **Ingenuity Intelligent Email branding** to publish your successes with every email you and your staff send. Whether you have received an award for exceptional service or work, won a new client account or received a great testimonial from a customer it does not matter, **Ingenuity Intelligent Email branding** allows you to use your email to tell everyone about it.

**4. Find out what customers think of you** - In the rushed world we live in, we are often so busy chasing new business targets and sales we often forget how important our existing customers are and what they think of us. Use **Ingenuity Intelligent Email branding** to turn every email you send into a customer survey tool, allowing customers and prospects to tell you how they feel about your business whilst giving you the necessary customer intelligence to pro-actively engage and retain them.

strategically creating marketing, advertising & online media perceptions

clientservice@ingenuitymarketing.co.za • www.ingenuitymarketing.co.za  
P O Box 11892, Vorna Valley, 1686 • T. +27(0)11 675 7116 • F. +27(0)86 543 9013





Perfection is our vision !!!  
our passion for quality has no room for compromise

Blog!!!

**5. Market and promote your business** - Do you have new products, services, special offers or discounts that you want to promote to clients or prospects at specific times during the year? The intelligent features and functionality on offer from **Ingenuity Intelligent Email branding** allows you to rotate, schedule and activate these campaigns on your everyday email right throughout the year.

**6. Reduce marketing costs and Increase marketing productivity** - Traditional marketing campaigns such as PR and advertising are typically beyond the financial means of most small businesses. The best thing about using **Ingenuity Intelligent Email branding** for turbo charging your email and integrating it with all your other digital initiatives such your website, blog etc is that it allows you to increase your exposure, whilst significantly reducing your marketing costs. And, what's more, you get turn to every single staff member into a sales and marketing agent – without them doing anything different!

**7. Generate business leads** - Can the everyday email you and your staff send generate new business leads and increase sales? YES, with **Ingenuity Intelligent Email branding** it can! Our solution comes standard with our unique click alert feature - you are automatically sent an email with the recipient details and actual links clicked when any email recipient has clicked on your email branding. Many of our current clients use these alerts to immediately engage customers/prospects that have shown interest, often converting these leads into sales.

**8. Drive traffic to your blog and website** - Whether you operate a shop in Main Street or work from home with only a website, the same rules apply - you need to get people across your doorstep. Like with a traditional shop window, you can use **Ingenuity Intelligent Email branding** to insert compelling marketing messages into your everyday email, which will ensure that recipients cross that digital threshold and visit your website or engage with your blog – you can easily integrate your latest blog headline into your Rocketseed message using RSS feeds.

**9. Grow your newsletter and prospect database** - You want to send newsletters to customers and prospects, but do not have their consent and do not want to break the law and get involved in spam related issues. Be smart; use **Ingenuity Intelligent Email branding** to insert messages into every email, requesting existing customers and prospects to subscribe to your newsletter (in some cases you may also combine this with providing potential subscribers with incentives to join up)

**10. Intelligently brand auto-generated email** - a client has just made the effort to interact with your website or send your help desk an email, so ensure that not only the response email the client gets is branded, but its also relevant to that specific client transaction or sells them something more.

Make no mistake business in 2009 will not be easy. For those businesses that embrace technology and the opportunity that email and the internet offers to set themselves apart, 2009 could just be a very exciting and rewarding year.



strategically creating marketing, advertising & online media perceptions

clientservice@ingenuitymarketing.co.za • www.ingenuitymarketing.co.za  
P O Box 11892, Vorna Valley, 1686 • T. +27(0)11 675 7116 • F. +27(0)86 543 9013





Perfection is our vision !!!  
our passion for quality has no room for compromise

Blog!!!

## People do not stop buying during tough times, so you should not stop marketing

But their buying behavior and patterns often changes and you need to really stay on top of consumer trends and needs during hard times. But what is really interesting is that during tough times many businesses will cut their marketing spend and ask the sales staff to squeeze more from what marketing delivers.

And in the digital space most will cut their ad & marketing budgets, with the first cuts aimed at any sort of marketing optimization (stats and analysis). This at a time when consumer intelligence, targeting and channel optimization has become business critical for survival and success.

## Optimization is the last line item businesses can afford to cut

If you think about it a little more scientifically the "R" word doesn't mean failure or certain doom. Whilst we do not control the factors that cause a recession, we can use the consumer information and statistics and analysis we secure from our email and websites and all our digital marketing initiatives to ensure we not only have control over, but are able to continually improve our targeting and marketing campaigns.

Using everyday email intelligently, and combining it with a website that continually converts traffic in leads more efficiently, not only dramatically decreases our acquisition costs but dramatically increases our marketing ad spend efficiency.

**Ingenuity Intelligent Email branding** allows you to gain valuable customer insight and is accountable, efficient and measurable. Using **Ingenuity Intelligent Email branding** and your everyday email as the solution and channel to market to drive your recession-proof online marketing campaigns makes absolute sense but it does not mean you should not work on improving it all the time. It cannot simply be about getting the occasional gain from a test or analytics but about having a **continual process** for doing so.

## Here are three steps you can take to ensure your online marketing is recession proof when using Ingenuity Intelligent Email branding

### 1. Turn your analytics into customer insight.

It's not enough to get reports. Each click is an action taken by a real person. Learn which customer and prospects and why they click on your email branding and visit your site.

strategically creating marketing, advertising & online media perceptions

clientservice@ingenuitymarketing.co.za • www.ingenuitymarketing.co.za  
P O Box 11892, Vorna Valley, 1686 • T. +27(0)11 675 7116 • F. +27(0)86 543 9013





Perfection is our vision !!!  
our passion for quality has no room for compromise

Blog!!!

**2. Turn your insight into action.** If customers click on your branding follow these leads up immediately. Don't become victims of a recession; instead use it as an opportunity to take control of the things you can and jack up your customer response times and conversion rates.

**3. Waste Not.** There is meaningful financial waste associated when you market and advertise to people who have no interest in your product or service. The superior targeting ability of **Ingenuity Intelligent Email branding** enables companies to focus their reduced marketing Rands solely on likely prospects.

## And effective and affordable marketing ideas that will help you win sales during a recession:

**1. Follow-up on Old Leads:** Bring out every old business card, brochure or any other lead that you may have and start emailing and calling your contacts, even old inquiries that had not been converted into orders and follow up on every single one of them.

**2. Take Extra Care of Existing Clients:** Your existing clients are what keep your business running during tough times. You will need to take special care of them, to retain them and always remember, they are also facing rough economic weather as well. So keep in regular touch with all of your customers, even those that have only purchased from your business once. Tell them how you appreciate their support over such a trying period without ever mentioning the word 'recession'. You can also reward them by offering them special discounts or gifts as a token of your appreciation. Let them know that you appreciate their business and their loyalty.



**3. Be more flexible, change the rules:** If you have previously been rigid in terms of taking on customers with needs you previously did not cater for, now might be the time to consider doing so. Not only could these clients' help you get through recession they might also get some new customers through your door.

**4. Improve your level of customer service:** When competitors are killing each other on price, let your service do the talking. Satisfied clients are sure to bring in new clients for your business. Convince your clients that they are getting much more than they were expecting and make sure that your staff realize that the customer is truly King in these trying times, and what's more they are the masters of their own destiny and job security.

**5. Give Your Clients Something More:** It could be an extended warranty, free telephonic support or great discounts with their next purchase. It will not hurt your pocket, but go a long way towards pleasing existing and prospective customers.

**6. Brand Positioning:** Continually re-assess your marketing and advertising messages in the context of your cash-strapped audience. Stress reliability, durability, performance, and above all else, value.

strategically creating marketing, advertising & online media perceptions

clientservice@ingenuitymarketing.co.za • www.ingenuitymarketing.co.za  
P O Box 11892, Vorna Valley, 1686 • T. +27(0)11 675 7116 • F. +27(0)86 543 9013





Perfection is our vision !!!  
our passion for quality has no room for compromise



Blog!!!

## In Summary

Other than the ability to manage and track the success of every single email you or your staff sends, everyday email provides businesses with thousands upon thousands of targeted marketing and branding opportunities,

And we challenge any business to calculate what it would cost them to secure this type of penetration and measurable success using traditional marketing channels and methods. Have no doubt; it would be staggering and most probably way outside of the budget of most mid-sized businesses.

**Ingenuity Intelligent Email branding** allows your everyday email to build your brand, increase website traffic, promote your products and services, track contact, generate new sales leads, and ensure compliancy with every single email sent. Put your website on your everyday email. Now there is a value for money thought! There simply is no more effective, affordable and business critical marketing and promotional solution than **Ingenuity Intelligent Email branding**

In these tough times, reducing marketing costs whilst increasing your brand effectiveness and competitive advantage is the digital name of the game. **Ingenuity Intelligent Email branding** does this quickly and safely.

It is during tough times that you need to alter your marketing strategy to survive to sell another day. **Ingenuity Intelligent Email branding** and the marketing strategies contained in this paper are not very costly, in fact very cost-effective to implement, but more importantly it is sure to pay you rich dividends - both during and after the recession.

In fact the **Ingenuity Intelligent Email branding** impact on costing – less than a sip of your favorite cuppa per day.

### Some of our clients

If these are some of the **brands** that are already using **Ingenuity Intelligent Email branding** to **Turbocharge** every email they send...

Can **YOUR** business afford **NOT TO?**



strategically creating marketing, advertising & online media perceptions

clientservice@ingenuitymarketing.co.za • www.ingenuitymarketing.co.za  
P O Box 11892, Vorna Valley, 1686 • T. +27(0)11 675 7116 • F. +27(0)86 543 9013





Perfection is our vision !!!  
our passion for quality has no room for compromise



Blog!!!



## Contact Us

Serious about increasing your marketing effectiveness whilst reducing costs, why waste more time and money. Call us today, to take charge of your success in 2009.

[www.ingenuitymarketing.co.za](http://www.ingenuitymarketing.co.za)

strategically creating marketing, advertising & online media perceptions

clientservice@ingenuitymarketing.co.za • www.ingenuitymarketing.co.za  
P O Box 11892, Vorna Valley, 1686 • T. +27(0)11 675 7116 • F. +27(0)86 543 9013

