

ACTION FIGURES

Ten Reasons To Advertise During Tough Times

1. **You're Open.** You still turn your lights on. Why not invite people in? If you are open for business at all, you must market that business.
2. **Opportunity.** When the pie gets smaller you can still get a larger slice. Advertising during tough times increases your odds of being the vendor of choice and seizing share from your competitors.
3. **Reliability.** When your business gets softer, increase your core media. Media mix is a desirable goal except during tough times when you need to rely more heavily on your base medium; newspaper.
4. **Proven Results.** Newspapers get proven results. During tough times, your advertising needs to be focused on ROI and not other nice options. Newspaper advertising is a proven ROI vehicle.
5. **Fish Where the Fish Are.** . . . Newspapers offer the best local reach and that means that newspapers are the first place to look for consumers for your services.
6. **Tough Customers.** Consumers research purchases more during tough times. Be among the considered choices. The newspaper is the marketplace for shoppers and if you aren't there, you may not be considered as a choice for those who are buying.
7. **Credibility.** Advertising in a credible medium is an indication that you are.
8. **Bravado.** Never show your fear. Advertising indicates your confidence in your business.
9. **Convert Wants Into Needs.** During tough times, consumers buy what they need and not what they merely want. It is up to you to convince consumers they need what you offer.
10. **Start the Funnel.** Even if customers are not buying today, advertising is your opportunity to start people thinking about what is important to buy and who from. It will pay off later.

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