

AdWise. The business builder

September, 2019.

SURVIVING THE SLOW DOWN

To paraphrase a wise saying, in the quote of a popular calypso from this year, "everything fits into cycles". There is a riddim to it all. From the weather to your sales, there is an ebb and flow, one that the foolish fight and the wise chose to recognize. We can curse the dry season, or we can use it to prepare for the rain. In business, the wise will not only prepare for rain but will dig a well. With the extra time and energy provided by the dry season with less weeds to pull and less vegetation to reap, one may become more innovative and creatively find other approaches to get a few extra drops out of the market. The key is not to be reactive and not to operate from a position of frustration or desperation. Be prepared. Be preemptive.

In the doldrums of those months of the year when the winds sometimes barely move the sail?

You Could:

1. Build your brand.

Take this time to build your brand in a time when the noise from competitors is subsiding. Think how great it is to have the media pretty much to yourself and have the perfect chance to build stronger relationships with

your customers and the market.

One aspect in building a strong brand is being customer centric. Give the 'hard sell' a vacation and have your customers fill out a review or introduce loyalty cards. Show your customers that you want to serve them better and wish to give them more for their hard-earned money. They may not have the funds to spend after the drain of summer and the Christmas season but offering your customers value without immediately taking their money will go a long way to build brand loyalty.

2. Remember, there is no slow season on the Internet!

The market is still active on social media throughout the entire year.

STAY APART OF THE CONVERSATION. In fact, use the opportunity to create the conversation. Share customer reviews or

post interesting content. This could be about your industry, something light or something that shows the personality or impact of your business. Conduct polls with little prizes for participating or give access to limited time coupons or discounts.

3. Build a buzz.

Introducing your upcoming promotions will get your customers ready to break down your door in the next spending cycle. Using cleverly produced teasers and utilizing a brand new style or medium of advertising will get your customers talking.

Building the buzz and anticipation to the next big sale or promotion is a perfect use of what some might consider down time. This may be the time to shoot your in-store or in-office ad when you can recruit and control the environment and your employees have more time to participate in promotional activities.

4. Attract new types of customers.

Each demographic is different and recognizing this may offer opportunities for revenue that other businesses may completely overlook. The crowd that may be buying school

supplies is different from the people who worked all summer, didn't party and have no kids. A demographic that may be willing to spend can be a godsend for a company that is willing to adjust its messaging to suit a new group. We're not talking about alienating your current customers, just a slight adjustment to present your products to a different section of the public

Remember, if you are not selling it's because you are not strategizing. So be observant. Be wise. Look, listen and lean into the ebb and flow of the market and make the rhythm work for you.

Tarsier Ad Agency is grounded in over a decade of experience in the advertising solutions industry. We have built a formidable reputation as professionals and creative thinkers. Our principal creative has help to shape and create branding and marketing solutions for businesses, both locally & regionally. We are an established company with an excellent track record for the best customer satisfaction and have never compromised on the quality and the services provided to our many clients. We understand the individuality of each customer and the importance of working in a collaborative environment which will ultimately lead to getting the most out of your brand.

