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Direct and intelligent engagement is the key

Much has been made in recent weeks of our current economic climate, and businesses can be in no doubt that a challenging time lies ahead.

In this situation, boardrooms across the country will be examining their outgoings, and aiming to ensure that return on investment is maximised.

It may be tempting for some to slash marketing budgets in the quest for achievable savings. The recent IPA report suggested that this is already happening.

However, it is a mistaken strategy. Cutting off contact with the consumer – and potential customers – is both unwise and short sighted. Economic difficulty can actually be an opportunity to market strongly as others are cutting back. History has shown that strong launches, innovation and diversion can all be successful in times of recession.

However, marketers must be aware that they need to adapt. In times of economic turbulence, engaging with customers is vital. It is a waste of time and money to simply fling unwanted information in the direction of consumers and hope that enough of it sticks to make the effort worthwhile.

Direct and intelligent consumer engagement is the key to successful marketing in an economic downturn.

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