

INSIDE: Money Leaks Affecting Your Business • The Importance of Being ORGANIZED • Missing: 113,000 Workers

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JANUARY 2023

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2023 Marketing Strategies to Endure an Economic Downturn

Another year has come and gone. As we turn the page to 2023, now is the time to start thinking about recession-proofing your marketing strategies and how you can continue to grow your company. If you're a small business owner, you likely wear many hats; that's where beMarketing can support you. While you're an expert in your field, we are experts in on and offline strategies designed to take your business to the next level.

Marketing is about reaching the right people, with the right message, at the right time. The underlying pillars of successful marketing don't change, but figuring out how to achieve them is where businesses need to constantly adapt.

In an economic downturn, it's more necessary to focus on different pain points than typical in an upturn year. The mentality shifts to "need" versus "want" when budgets get tighter. It's important to understand this in relation to consumer behavior and buying habits so that your business can remain competitive. The value that your business offers becomes paramount. Developing creative ways to showcase your products or services through coupons or discounts can be a game-changer in securing business during difficult financial times.

Here are our Top 5 Tips for Your 2023 Marketing Strategy:



Emphasize the Customer Experience

The best way to grow your business is through word of mouth and positive reviews from happy customers. Research shows about 65 percent of millennials are willing to pay more for a positive customer experience. With impactful reputation management services, actively participate in conversations with your customers to ensure your voice is being represented in a way that shows customers you care about feedback and address issues that may arise promptly. While prices and resources can fluctuate during a recession, ensuring a positive consumer experience is the most critical factor in customer growth and retention.

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Focus on Customer Retention

On average, it's five to six times more expensive to acquire a new customer than to retain a current one. Especially during economic uncertainty, it's important to retain your customers. Nurture leads and current customers with email marketing campaigns that send automated emails to your existing client base to continually engage them with unique offers, promotions, and exclusive content. Building remarketing campaigns on Facebook and Google can help you directly reach consumers that may not be your customers yet but have previously visited your website.





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484-497-0795 or visit beMarketing.com to learn more!



Use Social Media to Engage with Customers

Social media marketing remains the most effective way to build your brand and reach a large audience of consumers. Your online presence is how you connect with your community directly. Through content tailored specifically to your brand's voice, your brand is instantly recognizable and always able to reach your customer base. Our social media experts will handle your content creation, customer engagement, reputation management, paid advertising, and social promotions to ensure your brand cuts through the noise and maintains a strong relationship with your customers.



Remain Consistent

Initiating drastic cuts to your marketing budget is one of the worst things you can do during an economic downturn. It's crucial to remain competitive in a marketing space that likely will become more difficult to stand out. You also want to avoid the temptation to alter your branding or your voice. Trying to appeal to a wider audience is just going to alienate your current customers while failing to reach new ones. Stick with what you and your customers know and instead utilize local SEO tools to ensure your business is ranking highly on search engines to maximize your brand awareness and help you establish new leads in diverse markets.



Track Your Success with Data

Regardless of the marketing strategy employed, it is crucial to be continuously tracking and analyzing data to maintain success. During a recession, the market is constantly shifting, more so than usual. By understanding customer demographics and buying habits of your consumers, you can build a targeted marketing strategy on what you know is working and stretch your marketing budget even further. Don't just deploy your campaign and forget about it. Our digital marketing experts analyze your accounts daily to track conversion rates and quickly make adjustments as needed. As a certified Google Partner, our team excels in creating pay-per-click campaigns to increase your website traffic and ensure strong conversion rates.

Adapt and Market Your Business in Economic Uncertainty with beMarketing

The New Year is the best time to set new goals and make resolutions. Make your 2023 resolution to increase your company's marketing efforts and grow your business. As you look towards 2023, align yourself with a team of professionals who have the knowledge and experience of recession-proof marketing to keep your business thriving through any economy. We work hands-on with all of our clients to ensure their needs and goals are met with a personalized approach that tailors each strategy specifically to the voice and tone of your business's brand.

Learn more about how the team at beMarketing can partner with you today by calling us at 484.261.1149.

