

ALLOTT & ASSOCIATES LTD

Public Relations and Marketing Consultants

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August 17 2009

(Ref: Allott PR25a)

PR AND MARKETING IN A RECESSION

Running any business requires a mixture of skills, the most important comprising accounting, marketing and good governance.

The first priority in a recession is managing a tight ship and most companies will want to trim their overheads down to the lowest possible level. However, during these turbulent times it is also very easy to hack back on marketing costs which can be seen as an unnecessary burden.

In a perfect world, word of mouth is the most successful way to promote a business and therefore you could conclude that marketing has no role to play, especially during a recession. However, two factors should be remembered, the first is the way we communicate has dramatically changed in the last few years and many businesses now never ever meet their customers, due to on-line shopping, email instructions and mail order. Therefore reaching out to more customers like these is impossible without an effective marketing campaign.

Secondly, markets change very fast during a recession and without good marketing it is impossible to quickly communicate to prospective customers new pricing, products or services.

In any business, an up to date website is vital, email newsletter preferable, backed with an on-going PR and targeted mailer campaign. As a rule of thumb at least 5% of turnover should be devoted to marketing.

Remember word of mouth can cut two ways as jewellery boss Gerald Ratner discovered.

ENDS

Background information:

Allott & Associates Ltd is a full-service agency and provides all the services you would expect from an in-house marketing department. Building on over 15 years experience, Allott & Associates Ltd has the marketing resources, experience and ability to help your organisation attain its strategic objectives. Many of the company's clients are involved in business-to-business (B2B) activities including food, beverages, packaging, electronics, engineering, logistics, pharmaceuticals and printing together with numerous related markets. The company is also experienced in providing marketing support to a number of service sectors, including education, local and central government, the MOD and recruitment.

Key marketing services provided by Allott & Associates Ltd include public relations, design, marketing consultancy, photography, advertising, direct-mail, website development, research, exhibition panels, corporate events and film making.

As well as the UK, the agency has been proactively involved in marketing campaigns in mainland Europe, the US and Australia.

Clients can engage the agency on a 'project-by-project' basis or for a monthly retainer. For more information and a bespoke quotation, please give Allott & Associates Ltd a call ... 01423 867264

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