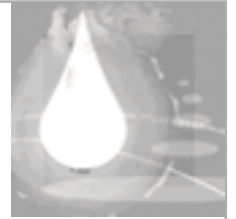


## When it comes to the crunch!



### **The 2updesign.co.uk guide to negotiating the economic slowdown.**

*"In years gone by some companies made the mistake of cutting back on their sales and marketing efforts to reduce costs, but this can be dangerous. If anything, you need to be selling harder and better than ever before if you are to ride out more difficult economic conditions. There are many ways to boost sales, but you should revisit your selling strategy in light of the fact that there is a slowdown in the economy."* Barclays Bank.

Barclays bank is recommending to its customers ten ways to tighten up their businesses in these challenging times, including the review of sales techniques.

They are urging their customers to 'sell through the hard times' and 'not to cut back on sales and marketing, focus on working harder and smarter to close more deals'.

Here at 2updesign we're seeing an increase in marketing by our big business clients. They know that the best way to get more customers in is to create, and publicise, incentives.

## Some points to consider:

### **Advertising**

Advertising is an essential tool. Publicity brings in business and creates awareness of a company. read more...

### **Customer experience of your company through consistent branding.**

How do your customers perceive you? Is their experience consistently professional? Does your customer have your contact details once work is completed, ready for a referral or more business? Do you promote repeat custom through loyalty cards, newsletters etc? read more...

### **Customer tracking**

Knowing your audience means knowing how to attract them! The purpose of advertising is to make the target group aware of a product, idea or company. Think about who you are targeting before compiling a campaign. Be specialised to create more feedback and be more cost effective. Move your marketing from saturation to targeted campaigns. read more...

### **Promote discounts and special offers to attract more customers**

The marketplace has changed, many more customers are now looking for bargains. Grab them!

We all know that getting your sales and marketing right is crucial to the success of your business. 2updesign.co.uk can create a marketing strategy which will help you identify potential customers and target them with appropriate products or services. Using the correct sales techniques will help you turn interest in your product or service into customer orders.

### **Call or email us to arrange a free expert consultation and quote**

We are the experienced third party who will offer fresh ideas and expert advice to bring in more custom on any budget.