

Marketing Spend Return on Investment is critical at the best of times. However marketing ROI is under increased scrutiny when there is pressure being put on the bottom line. We must act increasingly thrifty, cut back on unnecessary expenditure, tighten our belts and so on. Sound familiar?



Read on...

This is a prime opportunity to rethink your approach, a marketing spring clean per-say to ensure that any future marketing budget spent is **highly measurable, quantifiable and transparent**. This goes without saying but marketing spend is often 'risk capital' which lacks the ability to measure levels of success in real time.

Often the first instinct for companies experiencing the onset of an uncertain economic climate is to panic, cut right back on marketing spend and pray for the best. However it is no secret that those who maintain marketing spend, sustaining visibility through testing times will thrive once the economy returns to normal, whilst those who have cut their budgets to the bone will have a significant amount of catching up to do.

How else will your customers hear about your new products and services?
They won't.
That is why you *must* still exploit relevant marketing channels.

So how does one go about ensuring the budget allocated towards marketing spend achieves the desired outcome?

The important thing to note is that judging by previous economic slumps, marketing can actually be used as an effective tool to get ahead of the competition.

The trick is to **use a slow economy to your advantage.**

The Answer..?

Exhibitions can prove to be invaluable during an uncertain economic climate. A presence at a relevant event is an excellent way to make new customer contacts in a short space of time at a relatively low cost.

No other media or marketing channel allows you to meet **face to face** with key decision makers, providing you with an opportunity to discuss in real time the true merits associated with your product or service. You can also be rest assured that those attending exhibitions during tough times are a **highly focused bunch, with real buying power.**

So as opposed to cutting back completely on your marketing budget, it's simply a re-shuffle. Thinking from a different perspective about how you can achieve optimum exposure at the best possible price.

Opportunities are everywhere, your not one to shy away from a challenge, are you?!

Upcoming relevant trade shows:



Recycling and Waste Handling 2009 is the must-attend industry event of 2009. Brand new and developed specifically to meet with the growing demands of the recycling and waste handling industry, the show promises to meet the needs of both buyers and suppliers in the business. Get in touch with us today to discuss how this highly targeted event can be of benefit to you.
**2nd-4th April 2009,
Punchestown Event Centre, Co. Kildare.**

Contact Killian Byrne on +353 1 295 8181 or at killian@mercuryevents.ie



Construction Plant Show 2009 is the well established plant & equipment showcase for Ireland's construction industry. A presence at this upcoming event is essential for anyone in the industry wanting to up their competitive advantage in an uncertain economy. Don't leave it all to the competition.
**2nd-4th April 2009,
Punchestown Event Centre, Co. Kildare.**

Contact Nicky Ryan on +353 1 295 8181 or Nicola.ryan@expo-events.com