

## **ADVERTISING YOUR BUSINESS OUT OF RECESSION**

*By Paige St Clement*

### **A Clever Strategy**

In a recession, the first financial cutbacks that an investigation agency usually makes come from their advertising budget. However, as experienced business marketing people know only too well, advertising in a recession is actually a very clever strategy to grow your business now and secure it for the future.

### **Your Competition Will Take Your Business**

Most small investigation agencies have a limited advertising budget and take the easy option to cut back on it or stop all together - **this is a big mistake!** All that happens is that you leave the field open to your competitors to come in and take up all the clients by advertising aggressively.

### **Long Term Detrimental Repercussions of Not Advertising**

Failure to advertise will not only have a short term effect on your business but will reflect on your investigation agency for the future because in the investigation industry clients may retain the same investigator for many years. In a recession agencies go out of business and you need to be advertising to pick up their former clients.

### **Are You in Business or Not?**

If you are open for business at all, you absolutely must market that business to keep it going. If your potential clients do not know you exist, they will turn to your competitors.

Because you are the "local" agency in your area, it does not mean that any of your potential "local" clients know that – unless to tell them by advertising your services. This being true, potential clients from outside your area are never going to find you, unless you advertise.

### **Opportunities for Business**

When investigation agencies go out of business in a recession, the market becomes far more open, by advertising your visibility increases and the odds on you getting new clients increases dramatically.

### **Credibility of your business**

In a recession, clients are all the more cautious of which investigation agencies they instruct. If you don't have the confidence in your agency to advertise in bad times as well as good, why should they have any confidence you?

Advertising in a credible medium such as the [UKPIN website Investigator Directory](#) is a clear indication that you are credible as well. It indicates you are stable and "open for business".

The featured agency page on the UKPIN website, and directly linked from your website, will go a long way to help provide that extra credibility your business will need to gain the confidence and trust of new clients.

## **Advertising Works**

The simple fact is that advertising works. Investigation agencies that succeed are normally strong, steady advertisers.

Look around. You'll find the most aggressive and consistent advertisers are invariably the most successful. A good example of this is Bluemoon Investigations they have had substantial advertising on the UKPIN website Investigators Directory for several years now and are increasing it at this time. For the very reasons explained above.

## **Position your investigation in the Market Place Now**

Establishing yourself in the private investigation market is not easy and if you have already done so do not lose it to your competitors who are aggressively advertising.

If you have not yet established a presence in the market now is the best time to do it, when competition is low and other investigation agencies are sitting back on their laurels hoping that their existing clients will see them through the recession. *Experience has shown that all client bases shrink if not constantly added to, if you fail to replenish them you will eventually go out of business – recession or not!*

## **Be Aggressive in Your Advertising & Marketing**

Recessions do not last forever, and the investigation agencies that fail to advertise and market their services throughout a recession may not be around at the end of it.

Create the position to obtain more market share than those who are doing nothing but sitting around moaning about how bad it is. Be aggressive in your approach, effective and do it with confidence.

When the market recovers you will find yourself with a bigger market share and have less competition from the investigation agencies that failed to act, many of whom would have gone out of business.

## **How to Use a Limited Advertising Budget**

Advertising budgets when expenditure is tight need to be applied sensibly so they are not exhausted in one big gamble – the "Monte Carlo or bust" principle. If you plough all your available finances into one big expensive short term advert and it fails to attract clients, then you are even more likely to go out of business.

It is far more sensible to allocate your advertising budget to mediums that assure you of continued exposure to clients over an extended period of time and for a cost that will guarantee to return you a profit over your advertising expenditure.

## **Where to advertise**

Focus on advertising with clear and proven return on investment, such as the UKPIN website [www.ukpin.com](http://www.ukpin.com) where even the smallest instruction coming from a new client will return the cost of the advert and may lead to a long term client relationship, which returns that cost many times over. A client such as a solicitor, insurance company or local authority may become a regular source of instructions for many years to come – which is a spectacular return on a minute advertising investment.

All premium and standards advertisements on the UKPIN website Investigator Directory run for a full 12 month period, giving maximum exposure for minimum outlay.

## **Conclusion**

Advertising and marketing in a recession is absolutely vital to business survival, to do nothing but just sit by your phone hoping for it to ring is a sure fire recipe for insolvency.

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