



Market Knowledge

Don't Slow Down on Marketing Even When Business is Good

Are you busier than you've ever been before? The construction market is booming, the overall economy is strong and consumers continue to invest in their landscapes.

With all of these customers beating down your door, it sounds like a great time to cut back on your marketing efforts, right? Not so fast.

Putting the brakes on your marketing may seem to be wise in the short term, but it could significantly harm your business in the long run. If you're tempted to make cuts, take a minute to review these important reasons why you should stay the course.

First, your marketing helps you differentiate your services from other players in the market. Your competitors are actively telling their stories and trying to attract customers. Competition has intensified as contractors of all sizes are looking to grow. You need more effective advertising, promotions and presentations that make your company stand out. Good marketing makes for a solid competitive edge.

Second, you need your marketing as an antidote to price-based competition. Customers will focus on price and make their decision based on lowest price when they have nothing else to compare. Your opportunity is to sell the benefits that go along with your services in your presentations and advertisements. Marketing gives you the opportunity to give potential clients many reasons to choose your company.

Third, your potential customer base is always changing. Families are more mobile than ever before, with almost a quarter of all Americans moving to a new home in 2005. As consumers move, they purchase new services and become acquainted with new contractors. If you stop marketing, you will lose out on your share of these new buyers.

Fourth, steady marketing helps you reinforce the loyalty and ongoing purchases from your existing customers. Regular mailers or e-mail messages help remind these clients of you and encourage them to recommend you to their friends. And keeping your company name top-of-mind helps you to sell add-on services or upgrades.

Fifth, through your marketing you can develop a strong reputation and presence for your company in the local market. Your ultimate goal should be to create a brand name within your community, one that equates your company with a solid reputation for reliability and excellence. Good brands are seldom created using word-of-mouth alone. Nor can you rely on a quick marketing blitz. You need to build your presence with steady marketing efforts.

Just because the phone is ringing today, don't hold back on your marketing plan. There's no excuse for failing to give your reputation the investment it deserves.