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Don't Stop Marketing: Every article I've seen says the same thing, "Don't stop marketing" or "Use this time to get ahead while your competition cuts back". While I agree in general, one does need to be prudent. Regardless of the state of the economy, 2-5% of revenue for direct marketing is a good benchmark to determine a responsible amount your marketing investment. For most companies, response rates will be down, but all of it leads to the opportunity to nurture your prospects over a longer period of time (psst, see the next section).

If you nurture it, they will come. This is the secret sauce. Think about it. If there is a marked slowdown for prospects making decisions in your market, but the pains and challenges are still there, then it is just a timing issue. Your prospects will be investing in a solution, just not right now. If you spend the time to send regular communications to them – valuable content, periodic check-ins, invitations to events, links to interesting articles, your newsletter, etc – they will seek you out once their purse strings loosen or their pain becomes too great to wait. You already invested to start the conversation with them, keep it going until they are ready to roll. Nurture marketing will pay off later for the work you do today. We are already seeing it with a number of our clients - - press releases and other articles that have generated discussion, but little business earlier in the year are now pulling in new customers that have been nurtured for months.

Take this time to refresh your marketing messaging. Do some campaign development with compelling calls to action f your target prospect. Offer something of value and they will come...eventually [Top Marketing Firms In Houston](#).

Stay Creative - Refresh Your Message

Try something new. Many articles today talk about trying something new or branching out into less expensive, creative options. In theory, it is all good advice. Just make sure you have time to develop the content and have a way to measure the results. For instance, if you are going to blog, you not only need to select the right message, but also make sure you have the time to write enough material to make a real impact. If it can be integrated into an automated marketing campaign, all the better [Top Marketing Firms In Dallas](#).

Stand out from the crowd. Here is a real opportunity. If your marketing messaging or calls to action had a chance to be noticed before your competitors started cutting back, it should really stand out now - whether in B2B lead generation or B2B lead nurturing.

Take a moment to consider if you have been marketing as much as one year ago. Think about the marketing you normally receive. Are you being invited to as many events as before? Are as many sales reps dropping by your office? Has there been a drop in sales calls? E-mails?

Bottom line... now that there is less noise in the market, your marketing has a much better chance of standing out and getting through. Where ever you can, automate your marketing to get more B2B sales leads.

Get started today. Refresh your approach. Get results [Technology Marketing Houston](#).

For more information about how to help you put your marketing on auto-pilot, visit <http://www.apollosmg.com/>

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