



Cornucopia CREATIONS

ART DIRECTION
THROUGH
PRINT PRODUCTION
MANAGEMENT

CAREFULLY CRAFTED
CUSTOM MARKETING
CAMPAIGNS

EXPERT WORDSMITHING
TO NAIL THE MESSAGE

ILLUSTRATION AND
IMAGE DESIGN THAT
EXCEEDS
EXPECTATIONS

10 REASONS YOU SHOULD ALWAYS BE MARKETING

If you're not sure it's worth the investment, here are 10 good reasons it's essential to keep marketing:

1. **The market is always changing.** There are always new prospects, new lifestyles, new opportunities. 1-in-5 Americans moves every year. The average American moves 11 times in a lifetime. If you stop marketing, you miss evolving opportunities.
2. **People forget very quickly!** Americans are bombarded with a minimum of 4700 advertising messages and images a day. They don't remember many...
3. **Your competition won't quit!** If you don't make people aware that you're selling something, they'll spend their money elsewhere.
4. **Marketing strengthens your identity.** If you halt marketing, you damage your own reputation and reliability. Customers will assume you've closed. At the very least, they will lose confidence in you. When the economy is tough, keep marketing!
5. **Marketing is essential to survival and growth.** With very few exceptions, most people won't know your business exists unless you get the word out. When you stop marketing, the public assumes you've gone out of business.
6. **Marketing enables you to keep customers.** Many businesses have survived through these tough times because of their repeat and referral business being strong. However, if you lose contact with that customer base, you lose your business!
7. **Marketing maintains morale.** YOU feel better when you see your marketing working. Your employees feel better to know it's working. And customers are pleased to see you're still out there, still selling your products and services.
8. **Your marketing program gives you an advantage over competitors who have ceased to market.** Like musical chairs, the public assumes the others have gone out of business if their communications, their advertising and so on is no longer in use. You can scoop up your old competitors' customers...
9. **Marketing allows your business to continue operating.** You've got some overhead: phone bills, lease, internet access, website, etc. Marketing makes it possible to pay the bills for your overhead.
10. **You will lose out on the money, time and effort you expended up to now on your marketing investment.** If you stop marketing, you lose consumer awareness, you lose out on the previous ads you've placed, copy you've written for your website or newsletters. It's like a spinning plate: If you don't keep it moving, it crashes to the ground in a million little pieces!

Will you really save a dime if you stop your marketing? Think twice!

About Cornucopia Creations...

"Outstanding!! Thank you so much. I'm really sorry about the short turnaround time. Thanks again."

~ Greg Murphy, D&M Custom Organizers

About Good Marketing and Advertising...

"A good ad which is not run never produces sales."

~ Leo Burnett, Another Godfather Guru of all Advertising and Marketing

Concepts liberally borrowed from the ultimate marketing genius: Jay Conrad Levinson, from his marketing bible, *Guerrilla Marketing, Easy and Inexpensive Strategies for Making Big Profits From Your Small Business.*