

A Milestone Thoughtpiece / 10 ways to recession-proof your brand

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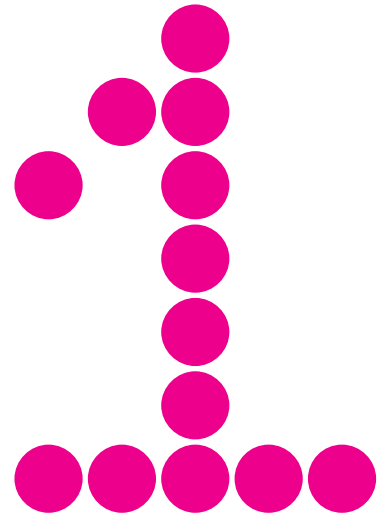


10 ways to recession-proof your brand

While everyone's talking-up an economic downturn, at Milestone we like to think positive. Here's ten ways that businesses can improve their fortunes through effective brand strategy.

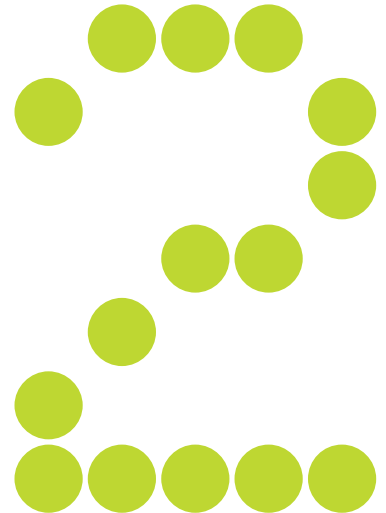
1. Deliver your brand experience like nothing before

Retaining customers is vital and positive word of mouth will attract new ones without costing a penny.



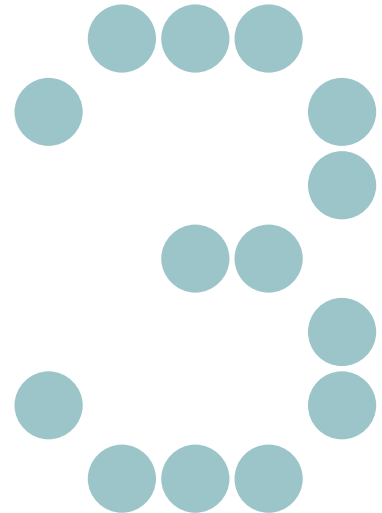
2. Re-inforce your value message

Many brands promise to deliver **value for money**, but in times of plenty these messages can easily get sidelined. It could be time to bring them back to the top of the agenda.



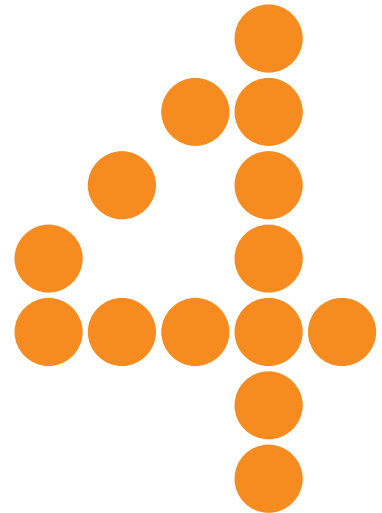
3. Change

If you're failing to engage with customers in a shifting economic environment, **be bold** and change your brand's positioning.



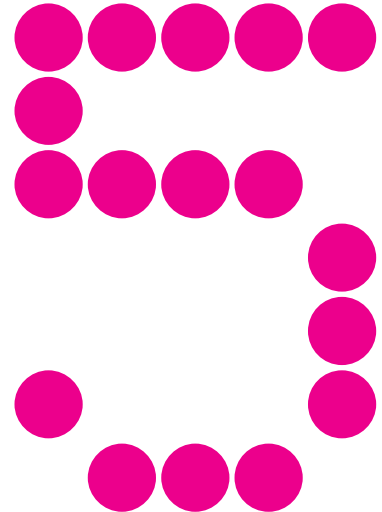
4. Have a bit of fun

When things are looking miserable, everyone needs **more fun in their lives.**



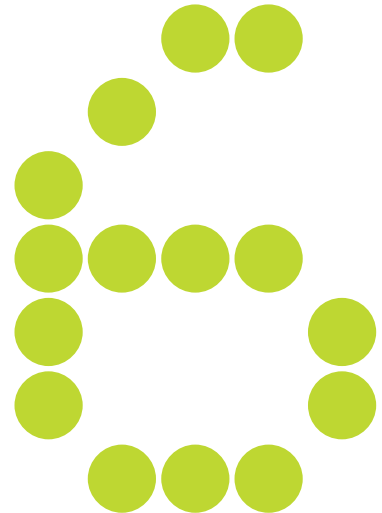
5. Build your brand and win more customers

As other businesses batten down the hatches it could be time to go out and **win their customers.**



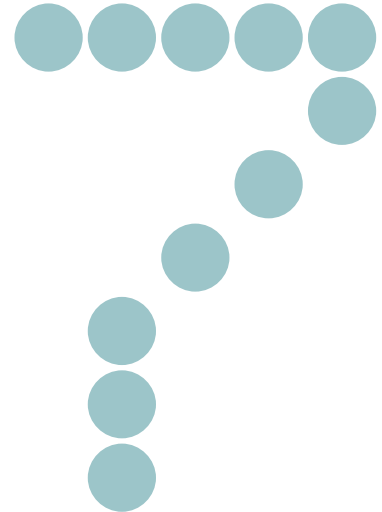
6. Rally the troops

Keeping your staff **well-motivated** and super-productive, through compelling internal marketing, will increase revenue and help weather lean periods.



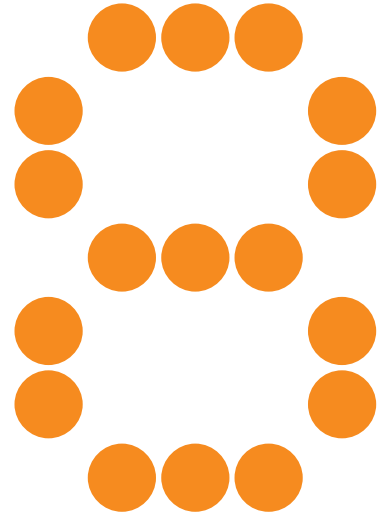
7. Be confident

Brand leadership needs a clear, **confident strategy** to maintain success and to remain fixed on your customer's radar.



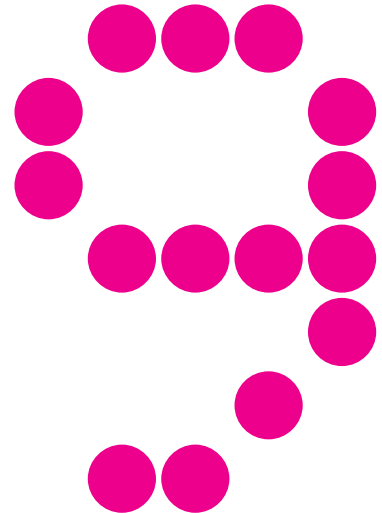
8. Aim higher

Some sectors always have money to spend, whatever the economy is doing. Maybe it's time to re-think your target audience.



9. Show some passion

Emphasising the emotional promise your brand delivers can help lock-in customers for the longer term. We all need **nourishment for the soul** and will continue to pay for the good stuff.



10. To focus or diversify?

Now could be the time to extend your brand into new, **more fruitful avenues**. Conversely, it could be better to narrow in on core activities/markets. If your market is changing, it won't pay to stay the same.



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