



Insight Consulting Services Newsletter

Practical Marketing Advice for Businesses

In This Issue

[Quick Stats](#)

[But, The Economy
Stinks!](#)

[Long Term Thinking](#)

Links

[More About
Insight Consulting
Services](#)

[The Business of
Resumes](#)

[Newsletter
Authority](#)

[Contact Us](#)

Quick Stats

The Lead Generation report from CSO Insights reports that 72.5% of companies surveyed are increasing their marketing budgets in 2010.

In 2009, 67.0% of surveyed companies said they froze or

Dear Peggy,

After many requests, I have restarted the Insight Consulting Services newsletter.

I hope you find this newsletter valuable. Please let me know if you have feedback or suggestions for future articles.

At some time over the last eight years, I met you through business contacts or networking. As always, if this newsletter is not meeting your current needs, please unsubscribe at the bottom of the newsletter.

But, The Economy Stinks!

Can you really afford not to market? Allocating dollars for marketing is easy when times are great, but when the economy stinks, businesses often put the brakes on marketing.



Cutting back marketing in a bad economy is like cutting your lifeline. When the economy recovers, no one will know about your company. If you want customers to open their wallets to you, you need to show them that your company has the answer for their business needs.

If you stop marketing now, it will be tougher and more expensive to regain your brand recognition later. Strong businesses survive crisis. When times are tough, your weaker competitors are getting weaker. Now is the time to take advantage of their stress.

[Click here for tips on how to marketing in a bad economy.](#) Follow the instructions on the page to download a complete article.

Long Term Thinking

reduced their marketing budget.

Many of you know that I have been working on my family's genealogy the last three years. It has me thinking about the long term impact of our decisions - where would I be today if my great-grandparents had not immigrated? If my maternal grandfather had not stopped working for his father-in-law? If my paternal grandfather had not died so young?



We make so many decisions in business that have a long-term, but maybe not as huge, impact on our business. It pays to take the time to gather and analyze as much information as possible so that we can make informed business decisions.



Not sure the best way to market you business in this economy? Please give me a call for a free consultation.

Sincerely,

A handwritten signature in black ink that reads "Peggy Morrow".

Peggy Morrow
Insight Consulting Services

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Insight Consulting Services | 1635 Pebble Beach Drive | Hoffman Estates | IL | 60169