

THINKING OF CUTTING BACK ON PROMOTING DURING THE DOWNTURN? YOUR RIVALS WILL LIKE IT ON TOP.

Let's look at it from another point of view.

Short term gain could lead to long term damage to your brand.

And the cost of recovery could be many times more than the saving made.

Food for thought isn't it?

**FOR YOUR FREE REPORT ON
MARKETING IN A DOWNTURN ECONOMY
GO TO www.rbi.co.uk/mid/property**



IN A DOWNTURN ECONOMY, IF YOUR BUSINESS IS OUT OF SIGHT IT'S ALMOST CERTAINLY OUT OF MIND.

If you want your business to disappear, just stop promoting it.
Cutting budgets will only be profitable in the short term and
ultimately, your brand will emerge much weaker, or not at all.
Advertising during a downturn is not just another cost. It's a necessity.

**FOR YOUR FREE REPORT ON
MARKETING IN A DOWNTURN ECONOMY
GO TO www.rbi.co.uk/mid/property**

