

### Check it out ...

It's no news that the building and construction market is slow, especially with the recent surge of mortgage defaults. But don't tell Schlabach Builders. Even though the market was uncertain, Schlabach made a bold move and increased their marketing efforts this year through newspaper and billboard advertising, signage and literature. The result? They are experiencing a record year and are looking for new ways to promote their business for a strong opening of the spring building season!

### Web Zips

Have you ever visited a website only to find that part of the page is missing or the photos are replaced by the dreaded x-box? For some reason the site just doesn't work the way it should. One possibility is the browser you are using. Every browser reacts differently, which is the cause of many a headache for web designers. When Morehead Marketing designs a site, we have to test it in a multitude of different browsers so we are confident that everyone sees the site the way it was intended to be seen.

We currently test in:

Windows XP & Vista

- Firefox
- Internet Explorer 6 & 7

Mac 10.5 Leopard/10.4 Tiger

- Firefox
- Safari

Ubuntu Linux 7.10

- Firefox

### Cool Pics

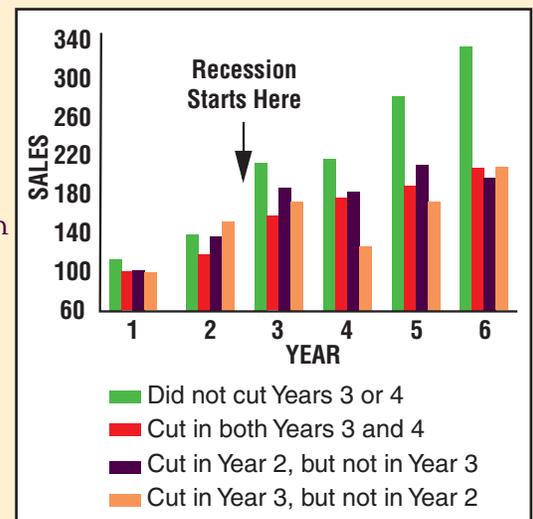
This photo was shot at Red Spruce Knob, the second highest spot in West Virginia. We were in the middle of a downpour which made the mist rise on the mountain and the colors glow. For more cool pics, check out [moreheadmarketing.com](http://moreheadmarketing.com).



### Increase Advertising In A Recession? Are you joking?

It's no joke. Increasing your advertising in a slow economy can mean great things for your business. History shows that businesses who even modestly increase their marketing during a downturn experience gains in market share. One classic example is Kellogg's and Post cereal companies who competed fiercely in the 1920's to dominate the breakfast cereal business. In the 1930's, when the Great American Depression hit, Post cut back on advertising, but Kellogg's kept their's going. When The Depression ended, Kellogg's emerged the clear market leader, a position they maintain today.

Later studies confirm the benefits of advertising. A McGraw-Hill Research study found that firms who maintained or increased their advertising expenditures during the 1981-1982 recession averaged significantly higher sales growth, both during the recession and for the following three years, than those who eliminated or decreased advertising. By 1985, sales of companies who were aggressive recession advertisers had risen 256% over those that didn't keep up their advertising. Six additional studies by Meldrum & Fewsmith showed conclusively that advertising aggressively during recessions not only increases sales but increases profits.



Advertising in an economic slump can:

1) **Establish your stability.**

Advertising during uncertain times makes consumers feel more confident about you.

2) **Less distractions to get through.**

Fewer competitive advertisements increases the likelihood of your message getting through, resulting in increased consumer awareness and brand recognition.

3) **Build market share.**

While your competitors are cutting back on advertising until things blow over, seize the moment to invest in your business. It enables you to strengthen your customer base and take business away from your less aggressive competitors.

So if the slowing economy is making you want to cut your ad budget, think again. Your company would be smarter to establish a marketing budget as a fixed expense. It's an investment in the future growth and survival of your company.