



FULLCIRCLE
communications

Strategy. Clarity. Results.

Communicating effectively during an economic downturn

1. Have a communications plan

- just like the rest of the business cycle, it's essential to have a vision and plan
- review it regularly and update it to reflect changing times so you can adapt quickly
- ensure your plan dovetails with overall business and strategic goals

2. Keep communicating

- customers and clients still need to know about you and your products and/or services
- look at what channels/vehicles are working and what aren't – make budgetary and planning decisions based on sound business strategy not emotion
- keep your name out there so clients and customers don't think you've gone out of business
- be visible – continue meeting and talking with existing and prospective clients

3. Be focused

- choose your communications methods carefully to maximize dollars and time invested
- keep your vision in mind
- keep talking and listening to customers and clients to find out what they need from you, then deliver
- offer special promotions, discounts or bundled offers to keep clients coming to you

4. Communicate clearly

- ensure all your communications materials and activities have clear and consistent messaging
- your communications reflect your business image/reputation – make sure this is the case

5. Be true to your brand

- focus on what you do that competitors and others don't, then reinforce this message with your customers and clients
- your brand reputation is based largely on your customers' experience and perceptions – ensure these are top-notch

For more information on crafting an effective communications plan, contact us at:

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