

## BRANDING NEVER STOPS: WHY BUSINESSES SHOULD ADVERTISE YEAR-ROUND

Whether you run a seasonal business or your business experiences seasonal sales, a year-round advertising presence is important for every business. With each year, competing for customers during a shortened time frame becomes even more challenging. How can businesses stand out from the competition when it matters the most?

.....



## TESTIMONIALS

"I love seeing ads like this in a magazine. It makes me feel good because I know that they're local and they want to support the community."

– Kristi S.

"Quality content. Positive vibes. We are advertisers ourselves in roughly 10 publications. Such a great outlet for putting your company, people and business in front of the right homes, in the right neighborhoods. Had to give a plug here as the magazines rock."

– Brandi H.

EVEN YOUR SEASONAL BUSINESS!

### Maintaining a Year-Round Presence

When a business owner decides to allocate most of their advertising budget to just a few short months, they often won't accomplish their sales goals. Yes, seasonal advertising does lead to seasonal sales, but it's not the most effective way to build brand loyalty.<sup>1</sup> What matters most is repetition and consistency over longer periods of time. By routinely placing their brand in front of potential clients, businesses can build loyalty and recognition within the community – and separate themselves from their competitors.

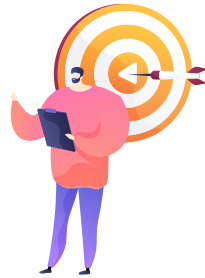


### The Seasonal Approach

Most businesses (understandably) spend a large portion of their advertising budget during their busiest months. After all, that's when sales are booming and competition is the most abundant – especially for businesses that are only *open seasonally*. However, if you step back and analyze how branding actually works, many businesses would be better served taking a balanced, year-round approach.

### Targeting Customers in the Offseason

While there are more potential customers during the busy months, there's also much more *competition*. This makes it more likely for a business' message to get lost in the mix. Targeting customers during the slower months of the sales cycle is a great way to stay top-of-mind while other businesses go silent.



### Understanding the Sales Cycle

A sales cycle often runs longer than what conventional wisdom indicates.<sup>2</sup> Many businesses will wait for their busy season to arrive before starting an advertising campaign. By that time, the market is already well-saturated, with every competitor in town fighting for the same customers. To win over those valuable customers, businesses should focus on branding themselves for the entire year (especially during the months leading up to the busy season).



It can be extremely stressful to run a business with a seasonal sales cycle. A shorter time frame might leave those business owners feeling like each year is a gamble. However, by adopting a year-round approach to branding, those businesses can establish themselves as trusted fixtures in the community and stay top-of-mind with local residents. This will help them stand out from the competition and win over more customers.

<sup>1</sup>Madsen, Chris. "Seasonal advertising: pros and cons." *Mad 4 Marketing*. 23 Nov 2009

<sup>2</sup>Sutherland, Julia. "Seasonality in advertising: how year-round marketing can help your business succeed." *LeadsCon*. 10 Nov 2014