

Three Great Reasons You Should Invest In Advertising Even When You Are Skint!

1. Advertising amplifies everything else you're doing

When you are using advertising to create awareness for your content you automatically create more awareness for everything you are doing. Advertising is food, not medicine so nourish your business with regular marketing - don't wait until things get worse before you try and feed it!

2. In business you have to advertise to survive!

If you've got overheads to meet, you've got new people to reach. As Charles Darwin said, *'It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.'*

3. Advertising adds credibility to your business

By investing in advertising even when funds are low, you show your customers and staff that you are still in the game. The perception that you can afford advertising is often enough to sell and makes it easier to get attention for your entire message and employees can point to well-placed ads as a source of pride in place they work.

