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Take the Bite Out of Negative Trends

Learn to anticipate bad news and move aggressively to counteract it.

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This is the second of a two-part excerpt from [Market This! An Effective 90-Day Marketing Tool](#) by Sherry Prescott-Willis (Morgan James Publishing).



What happens with a negative trend that may impact a product or service? An example of a negative trend would be that some children's toys manufactured overseas in Asia are being assembled with lead components. Reports of discovered lead have forced many toy companies to recall their products to protect customers who have purchased the toys. This trend has put many toy companies in the spotlight and under scrutiny by customers who are purchasing toys for children.

In addition to trends, there are a number of factors beyond your control in terms of just how successful you can be with your product or service. As a marketer, you'll need to be one step ahead of the curve and learn to anticipate any negative trends that may potentially impact your marketing activity. Since you'll be spending time and effort to market your product or service, you'll want to be sure you've carefully thought out how the market may respond to your communications. For example, if a report has recently been found in the news pointing out the negative aspects of your product or service and you choose to address the trend, you will want to point out the positive aspects of your product or service on your website and in all your communication pieces.

You may consider using some positive testimonials from customers to highlight the positive aspects that customers find when using your product or service. What is happening in the world today that can support your marketing efforts? Think about any specific market trends that might be in favor of what you are marketing to your customers. Trends could include the following: market research data, statistics, media reports, white papers, newspaper opinion bylines or general news you are seeing.

How Is the Economy Impacting Your Customers?

The economy affects the world every day. Although the economy may not directly impact your particular business, on some level, it impacts your customers. As a result, you need to be aware of what is influencing your customers' purchasing decisions. How they behave with respect to purchasing and budgeting may have more to do with the economy and less to do with your product or service. Let's face it, what is happening on a global level can impact what happens on a domestic level, and a changing economy is something to which every business needs to be paying attention. The economy can also dictate new trends around products and services, so it's always a good time to take a look at the business environment around you. Economic conditions can and will impact your customers' priorities in ways of which you may be unaware.

Remember, your customers also have a budget. If the economy is weak, your customers may be cutting back in areas that were once very important. They will conserve, they will scrimp and they will cut back when the economy is not favorable. They may buy things that are less expensive or of lesser value to make themselves

feel better about spending. They may instead purchase products and services that make sense to their own businesses in terms of sustaining their revenues. Even when times get tough with the economy, you can still continue to make your product or service be attractive to your customers. You can do this through your marketing efforts, pricing and staying top of mind for your customers.

What you offer your customers as a product or service needs to continue to add value to their lives. Even if you have the greatest offering in the world, you need to keep evolving with your customers' priorities. So understanding the economy will also help you to get a grip on your messaging to your customers.

Think about what's happening in the economy today and how it might be affecting your revenues. Is your product or service in a favorable light--considering the economic conditions today? If not, your marketing efforts will need to be aggressive to balance what is happening in the marketplace.

Reflection Exercise

Do today's trends help you better market your product or service? Are there any specific trends you are seeing with respect to research, articles or general news that may impact and influence your marketing efforts? If recent trends don't show the strong need for your product or service, do you see the opportunity and why?

Read the previous article: ["Put Trends to Use for Your Biz."](#)

Sherry Prescott-Willis spent more than 18 years marketing consumer and high technology products before writing the book, [Market This! An Effective 90-Day Marketing Tool](#).

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