



## IT'S TIME TO GET OUT THERE!

Dear JWA Clients and Friends,

Well, we have survived the summer season and somehow come out on the other side with one or two interesting new clients, plus we have a few different ideas to keep us busy during the winter.

But, honestly, without wishing to sound too boring and talking 'financial crisis' again, I have to say that, despite my 20 years' anniversary of working in Prague coming up (yes, yes, that should be worth a party or something), I have never known a period as difficult as this one; and from talking to friends and clients, I don't think I am alone; those green shoots that the media keeps talking about do not seem to have started growing here in Prague 2... and I really can't see any sign of them, at least during this coming winter. Hey ho.

Having said that, and as I keep banging on about to my various 'projects' – smaller companies that we work for, more or less for 'fun' rather than any financial gain – now,

more than ever, it is really important to be 'out there'; I know only too well that at times like these it is difficult to think about spending on anything that isn't absolutely necessary (which, as I keep hearing, means marketing!), and, of course, when everything is grey and depressing the last thing we want to do is go out and network. But, really, the only way that a lot of us will get through this IS to be doing marketing and IS to be getting out there and selling, even when it is absolutely not what we want to be doing. And, if you think about it, if what will make you feel better is a new project or a new sale, then isn't it worth trying to do the one thing that might just make that happen?

Just, though, bear in mind our 'tip' before you go full steam ahead... selling at all costs can sometimes back fire!

Good luck!

### NEW CLIENTS – PIM (PRAGUE INTERNATIONAL MARATHON)

Prague International Marathon is such a big and exciting new client for us that we have decided to devote an entire section to the company and our cooperation in this edition. We officially started working with PIM in August, shortly before the third and final big event of their 2009 Running Circuit, the Tesco Prague Grand Prix. This meant that we jumped right in as part of the family and put all hands on deck to assist in any way we could



in pulling off a successful event and, of course, focused on generating the PR surrounding it, including multiple press releases issued in English and Czech and assistance with event materials. Now that that big event is over, we are focusing on really building the brand recognition of

PIM as a very successful and long-standing Czech company which has a fantastic lineup of running and other events. We're also, of course, looking forward to next year's PIM Running Circuit and related activities and are thrilled to be developing a few new and exciting initiatives with PIM that will soon be announced. Keep an eye out for more on PIM in the coming months!



## QUESTIONNAIRE RESULTS

As we announced in our last newsletter, we recently carried out a marketing survey where we sent out a questionnaire to over 200 selected companies to find out just how much their marketing operations have changed during the past few months in response to the crisis.

What the survey found was that nearly every company that completed the questionnaire is being affected by the crisis to a greater degree than might be expected, given the range of different businesses researched. In fact, 94% of those that answered said that their operations have been either moderately or greatly affected by the financial crisis, with more than 50% saying that the crisis has led to significant cuts in their marketing and PR budgets. On the other hand, 64% of those who answered felt that expenditure on PR and marketing can help a lot during times of crisis – but they simply don't have the resources available and budget allocated to focus on it.

Using whatever marketing budget is available, 50% of those that answered said that they are mostly focusing on direct marketing, 28% on PR, 11% are investing in sponsorships and events and none of the respondents are spending on advertising. One thing is, however, clear, and that is that companies are engaging in their own 'internal' PR to a much greater level than they have before, with 100% of the respondents saying that they regard internal communication to be as important, if not more, than their own external PR.

### Méně marketingu

**PR agentura JWA Prague zkoumala, jak české firmy nakládají s marketingem.**

**PRŮZKUM:** Z celkového vzorku dvou set firem přiznalo dopad ekonomické recese na své marketingové aktivity 94 %, polovina pak provedla větší škrty v rozpočtu na marketing a PR. 64 % dotázaných ale věří, že právě tyto aktivity mohou v době recese pomoci. Investice firmy směřují do direct marketingu (50 %), PR (28 %) a sponzoringu a eventů (11 %), žádná ale do reklamy. Narůstající pozornost všechny do jedné věnují interní komunikaci. Do průzkumu se zapojily společnosti z financí, IS/IT, FMCG, médií, poradenství a developmentu. Další průzkum k tématu najdete také na straně 52-53. **(jod)**

We plan to carry out a similar questionnaire around the beginning of 2010 to see if these findings will change in response to the new year, and the slightly improving economic climate.

For now, though, another THANK YOU to all those that took part!

## TIPS

When I lived in the UK and spent a reasonable amount of my time sitting in pubs, my friends and I used to play 'spot the salesman'... or words to that effect. You know who he would be; the guy that made a noise as he entered the pub, wore a slightly sharp suit, knew everyone in the pub by name (or, if he didn't know the name, used 'darling', which worked for everyone!). You could guarantee that whatever he was selling, we would buy.

These guys, though, were artists. They knew exactly how much to push and when to stop and they usually made the sale due to their genuine charm; something that a lot of sales people nowadays just don't understand.

At JWA we use the term 'reverse marketing' (not sure if that is a real term!) to cover a situation where someone has tried to sell to such a degree that you end up telling him in no uncertain terms to get lost! We have had a few of those situations recently. As a marketing company, we are always telling people that we can only get people to the door – if they can't do the 'sale' themselves then all the marketing in the world won't help. So how do those salesmen do it?

### Some thoughts:

- The best way to sell yourself is to listen to the other person; if you let him/her talk, she will think you are the most charming person in the world!
- Think about who you are selling to. If you are pushing a senior director to make a decision, they might need more than ten minutes to read your email or call you back – perhaps they have a few more important issues to deal with!
- Think about what the person you are dealing with wants to buy, rather than trying to sell him/her what YOU want to sell. You might only sell something small to start off with, but once your foot is in the door, it is much easier to make another sale than to try and push for everything at once.
- Understand the word no. Leave it at that and let them come back to you. Pushing someone who doesn't want to buy, will put them off forever.