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Androids asks Utah businesses - Would you like to boost your marketing and earn more money during this economic slowdown?

Androids, a Salt Lake City based brand and marketing strategy shop, announces a new service that help businesses develop money making marketing strategies during this economic slowdown.

/24-7PressRelease/ - SALT LAKE CITY, UT, July 16, 2008 - Androids, a Salt Lake City based brand and marketing strategy shop, announces a new service that help businesses develop money making marketing strategies during this economic slowdown. The affordable service will help businesses develop strategies that profitably and measurably boost sales, as well as improve brand awareness and consumer relations.

"As you know, the economy is on shaky ground right now", says Androids President, Joe Reis. "But these turbulent times also provide the best environment for gaining an edge on your competition. While your competition is running scared into their caves, you have a once in a decade opportunity to create a genuine and long term relationships with your customers. This service is designed to help businesses gain a long-term advantage in the marketplace."

During an economic slowdown, many businesses scale back or eliminate their marketing and advertising. While this reduces short-term expenses, the long-term consequences are potentially fatal. "Marketing is not just a line-item on a financial statement. Marketing is the lifeblood of your company", says Mr. Reis. "Without a solid marketing strategy, you may as well wear a blindfold and play Russian Roulette with your company's profits and future! It's that serious." A business that is overly conservative with its marketing during a downturn faces many risks, such as lost market share, decreased brand recognition, and vanishing customer loyalty. Without a strategy for marketing during a slowdown, many businesses lose traction, customer loyalty drops, and business suffers. Once the economy picks up, the same business needs to work double-time to recoup lost ground, and spend far more money than if it simply developed a strategy to market effectively and profitably during the downturn.

According to a 2002 study on marketing during a recession conducted at Pennsylvania State University, "Our results indicate that firms are more likely to develop a proactive marketing response during a recession if they have a strategic emphasis on marketing, embody an entrepreneurial culture, possess slack resources and have strategic flexibility."

Indeed, the small investment in developing a strong brand and marketing strategy pays high dividends over the long-term. In fact, it may be the most important investment a business can make. Androids's intelligent left brain/right brain approach will help businesses of all sizes develop branding and marketing strategies that will be effective during this slowdown, and far into the future.

About Androids, LLC

Androids develops superior left brain/right brain branding and marketing strategies for businesses. Androids offers a free, no strings attached 30 minute consultation for businesses interested in taking their marketing to the next level. Simply visit <http://www.androidsagency.com> or call 801-542-9497 or more information, or to set up a consultation.