

# Accounting

*Making the most of your business with AP Robinson & Co Accountants and Business Advisors*

Local business expert Andrew Robinson advises that implementing cost effective marketing strategies will help business owners achieve a good year in business.

While other advisors may suggest that cutting costs is appropriate, AP Robinson & Co advise that this could have a negative impact on business when the economy recovers, causing greater problems due to lack of investment. Andrew Robinson says, "Now is the time to invest in promoting your business and improving the efficiency of your business. In the long run, employing cost effective marketing, such as PR or e-marketing or good customer service, will influence your company's bottom line and return on investment.

"Business owners are reading headlines which claim a downward financial spiral with regards to mortgages and loans. Understandably, their immediate reaction is to tighten their belts, reduce their staff numbers and prepare for the worst. Yet if the majority of local businesses are cutting



back on areas such as training and marketing, logically the few businesses that train their staff and market their products and services effectively will grow their market share, and subsequently their profit. Businesses in this area are well placed to seize market share from other geographical areas, not to mention their competitors."

Lizzy Dale, Marketing Manager, adds, "The credit crunch is not the end of business as we know it, but the impetus for changing the way we sell and market our businesses – at least it is if we want to thrive. The world had already started to expect more even before the credit crunch. Today, the need for competitive advantage and differentiation has become the highest priority for every business."



For more contact Lizzy Dale on  
01472 345888,  
email [lizzy.dale@aprobinson.biz](mailto:lizzy.dale@aprobinson.biz)  
or visit [www.aprobinson.biz](http://www.aprobinson.biz)