



Don't Disappear:

Why Cutting Marketing Costs More Than You Think

When business slows down or the seasons change, the temptation to hit “pause” on your marketing is incredibly common. It feels like an easy way to save a quick buck. But in local marketing, visibility isn't a faucet you can turn on and off without consequence — it's an engine. When you stop feeding it, the momentum stops. Giving up your hard-earned presence, even temporarily, is actually a silent tax that costs your business far more in lost customers than you save on paper.

| The Real Cost of Going Dark

When you stop advertising, you don't just save money, you start losing mindshare. The Ehrenberg-Bass Institute for Marketing Science conducted a massive, multi-decade study tracking what happens when brands stop advertising. They found that on average, brands that went dark saw their sales drop by **16% after one year** and a staggering **25% after two years**.¹ The study noted that smaller, local brands suffer the fastest and most severe declines when they stop marketing. If neighbors don't see you, you quickly fade from their consideration loop.

| The Rebuilding Premium

The most expensive part of cutting your marketing budget isn't the sales you lose today; it's the premium you pay to win those customers back tomorrow. According to data analyzed by Analytic Partners, brands that cut their marketing budget during quiet periods lose an average of **18% of their incremental sales**.² Marketing is cumulative, and every month you appear in local mailboxes or on digital feeds, you're building community trust. When you decide to restart after a break, it takes more time, effort and budget to reactivate cold leads and rebuild lost familiarity.

| Capturing Your Competitor's Crowd

When other local businesses pause their ads, they leave behind an uncontested space in the minds of local consumers. Maintaining your steady presence during these times signals **reliability and strength** while your competitors disappear. When a customer's usual option goes dark, they naturally turn to the business that's still actively showing up. Your consistency makes you the easy, reassuring choice, allowing you to win lifelong loyalty simply by being the one who never left.

Staying Visible is Your Best Growth Strategy

Marketing isn't an expense to be managed; it's an investment in your business's permanent infrastructure. By committing to a consistent, year-round marketing strategy, you ensure that when a neighbor is finally ready to buy, your name is the first and only one they think of.

Testimonial

“Incredible experience and I am very happy with the article that was made. I've received numerous compliments and leads for my business through this opportunity, and I am grateful for this experience. Thank you to the team at Best Version Media in [my community].”

- BVM Advertiser

1. [Ehrenberg-Bass Institute](#). What happens when brands stop advertising? 2. [Analytic Partners](#). ROI Genome Insights.



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