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Lessons Learned

What new marketing strategies are you using during the recession to promote your business?


We have returned to person-to-person contact as our best marketing tool during this recession — good old-fashioned meet and greet. We have also raised our level of sponsorships and support in the local community in return for the continued support from our valued customers. We believe strongly in giving and receiving support locally — eat, play and shop — while supporting local business.

Sherry Cameron, CEO, Bill Johnson's Big Apple Restaurants

When the recession came along, we leveraged it as a means to take share from our competitors who were blindsided by it.

Aric Zion, CEO, Zion & Zion



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Sherry Cameron

Affordable health

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