

Membership Roster



Businesses that continue to advertise regardless of economic times have a competitive advantage over businesses that trim their ad budgets.

Competitive advantage
Advertising during a sluggish economy clearly creates a competitive advantage, according to a study, with a majority of executives agreeing that seeing a company advertise during slower times makes them feel more positive about the company's commitment to its products and services. But perhaps most important is staying at the top of buyers' minds when purchase decisions are made.

The bottom line is clear: If a company is not communicating with customers when they enter the market, then that company will not be considered in the buying decision.

That fundamental truth does not change, regardless of the economy.

While many companies readily understand the value of short-term advertising - generating new sales, generating repeat business from existing customers and generating new leads that turn into future sales - it can be more difficult to comprehend the long-term value. Think of a snowball rolling down a mountain - consistent advertising has a cumulative effect. The more familiar buyers are with your brand, the more likely they are to purchase the brand.

**Don't Miss Your Opportunity to
Advertise in the 2012/2013**

Membership Directory



California Seed Association

**1521 I Street
Sacramento, CA 95814**

Phone: (916) 441-2251

Fax: (916) 446-1063

Email: dboggs@cgfa.org

2012/2013

**Membership
Roster**

**Sponsorship
Form**



