**Advertising Consistency**

Social Media Posts

These can be used with any of the images.

1. Numerous studies demonstrate the advantages of maintaining or even increasing ad budgets during times of uncertainty. Advertisers that maintained or grew their ad spending benefited from increased sales and market share during both the challenging times and afterward.
2. An ad is more likely to be noticed if the competition pulls back on its advertising and there are fewer ads in the market. Retailers have the chance to be the company consumers spend with now while also gaining their future business.