

WEBINAR

# Brand Positioning in a Crisis

How to Mindfully Market in the COVID-19 Era

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**FUEL**

MAY 1, 2020



# The New Normal

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How do we move from surviving to thriving in 2020?

Today we will focus on:

- Marketing strategies and tactics
- Customized for medium to large businesses
- Tailored for our unprecedented environment
- For deployment now, as businesses reopen







OPPORTUNITY

# Communication through Crisis

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How we communicate and what we say, particularly in times of crisis, define us as brands and companies. But it's also an opportunity to

- Cement long standing relationships
- Influence and impress new clients





# Five Strategies

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- Be Nimble
- Be Creative
- Be Present
- Be Smart
- Be Prepared



# Poll #1

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SECTION ONE

# Be Nimble



BE NIMBLE

# Shift your approach

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Acknowledge your whole customer relationship has changed

- Virtually
- Logistically
- Emotionally
- Fiscally

Meet your customers where they are

- Web (except mobile) traffic is up
- Chat usage is up
- Local and national news (TV, online, print) is up

BE NIMBLE

# Shift your tone

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Shift from sales (closing business) to marketing (wooing or reassuring businesses)

- Educational - Shift from promotional to informative messaging
- Empathy - Shift from self-centric to consumer-centric
  - Acknowledge COVID but focus on your solution
  - Caution about being funny
  - Make it personal

Example:

- American Airlines
- Busch Beer vs Miller Lite



SECTION TWO

# Be Creative

# Poll #2

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BE CREATIVE

# Pay it forward

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- How your company participates in the "human economy" now sets you up for success later
- How can you support your clients' lines of business during this time
- Check in with the non-profits you already support

Examples:

- Piedmont Natural Gas
- Cholula's Tacothon
- #reeboklove
- Spinx offers free beverages

BE CREATIVE

# Think differently

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Don't limit yourself to your business model from 2019 or even first quarter 2020.

- This could be the right time to launch a new product or reposition an existing one

Examples:

- Stanley Steamers' new line of business
- Popeye's Chicken jingle
- Hormel's new virtual interns
- Major League Sports face masks



SECTION THREE

# Be Present



BE PRESENT

# The new virtual world

If your customers can't get to you,  
how can you get to them?

- Host a sales webinar vs attending a trade show
- Create behind the scenes content (live from the factory floor or inside the kitchens)
- Virtual tours, fashion shows, classes

Example: Double Tree Hotels



BE PRESENT

# Don't lose ground

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Now is not the time to go completely dark on marketing.

- Negotiate marketing deals now for the rest of 2020, knowing that ad channels are soft
- Reach back out to past customers with your new educational and empathetic messaging
- It's a great time for PR – editors are looking for stories while people are glued to the news





SECTION FOUR

# Be Smart



BE SMART

# Focus on your customer

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Strengthen relationships with existing customers and clients by focusing on retention and reward

## Retail

- BODO is the new BOGO

## Manufacturing

- Bonus time with the R&D team
- Consider bonuses or incentives on big contracts

## Service

- Share supplies with top customers
- Introduce customers to a shared economy

## General

- Offer free trial periods, free demos

BE SMART

# Prioritize investments

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Don't cut. Reallocate. Now is the perfect time to invest time and resources to...

- Optimize your website for SEO
- Improve your ratings in Google, Amazon, etc.
- Invest in new content
- Segment your database to better target messaging
- Purge cold/dead leads from your email list for better delivery scores
- Create an ecommerce site or customer portal





SECTION FIVE

# Be Prepared

# Poll #3

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BE PREPARED

# COVID-19 2.0

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Stay-at-home measures will happen again. Audit what will you do differently? Plan now while it's fresh.

- Identify a product, process, or service you could provide in event we are shut down again
- Ask your employees and teams what worked and didn't work in their servicing of your clients' businesses
- Ask your clients and customers the same questions



# Three key take-aways

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- Prioritize the things you can control
- Focus on the existing key clients and relationships
- Concentrate on marketing investments that will set you up for success later





If opportunity doesn't  
knock, build a door.”

John Engler

Thank you.