



# Digital Marketing Strategies During Crisis

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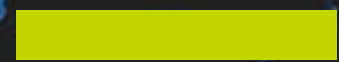
How to meet customer needs and in an ever-changing  
environment

# Agenda

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- 01 Where We Are and Where We're Headed
- 02 How Has the Customer Changed?
- 03 The Need for Trust
- 04 How to Meet the Moment
- 05 Final Thoughts

# Where We Are and Where We're Headed



# RECAPPING RECENT EVENTS

Since mid–August, COVID–19 has flared in new communities while flattening in others, news has turned to politics as the election nears and the continued killing of Black Americans has sparked further outrage across the country.

### COVID-19 Outbreaks & Responses Continue To Be Fragmented

**Coronavirus cases are growing in 11 U.S. states as Fauci warns of 'disturbing' data**

PUBLISHED SUN, SEP 13 2020 4:30 PM EDT  
UPDATED 2 HOURS AGO

*How Colleges Became the New Covid Hot Spots*

Like meatpacking plants and nursing homes early in the pandemic, campuses across the country are experiencing outbreaks.

*Economic Data Points to Pause in Recovery as Aid Programs Expire*

The economy’s rebound showed signs of stagnating. Then enhanced unemployment benefits and a small-business loan program expired.

### US Political Landscape Heats Up As November Election Draws Closer

POLITICS

**Joe Biden accepts Democratic nomination with pledge to serve ‘all Americans’**

PUBLISHED THU, AUG 20 2020•11:59 PM EDT | UPDATED FRI, AUG 21 2020•7:17 AM EDT

US Election 2020

**US 2020: Postal service warns of delays in mail-in vote count**

15 August 2020

POLITICS

**Facebook Clamps Down On Posts, Ads That Could Undermine U.S. Presidential Election**

September 3, 2020 · 8:58 AM ET

### More High-Profile Killings Of Black Americans Spur Protests

**Kenosha shooting: Protests erupt after US police shoot black man**

24 August 2020

**Hundreds of protesters march with Jacob Blake's family demanding justice**

By Christina Maxouris and Nicole Chavez, CNN

Updated 7:32 PM ET, Sat August 29,

**US: Protests in Los Angeles after police fatally shoot Black man**

*Officials say Dijon Kizzee was shot after he scuffled with sheriff's deputies, dropping a bundle of clothes and a gun.*

1 Sept 2020

# THE STAGES OF CRISIS RESPONSE

Often, responses to pandemics follow a pattern. As the effects of COVID-19 impact communities at different rates, these stages can act as a guide to shifting public sentiment – though consumers may not always experience them linearly.



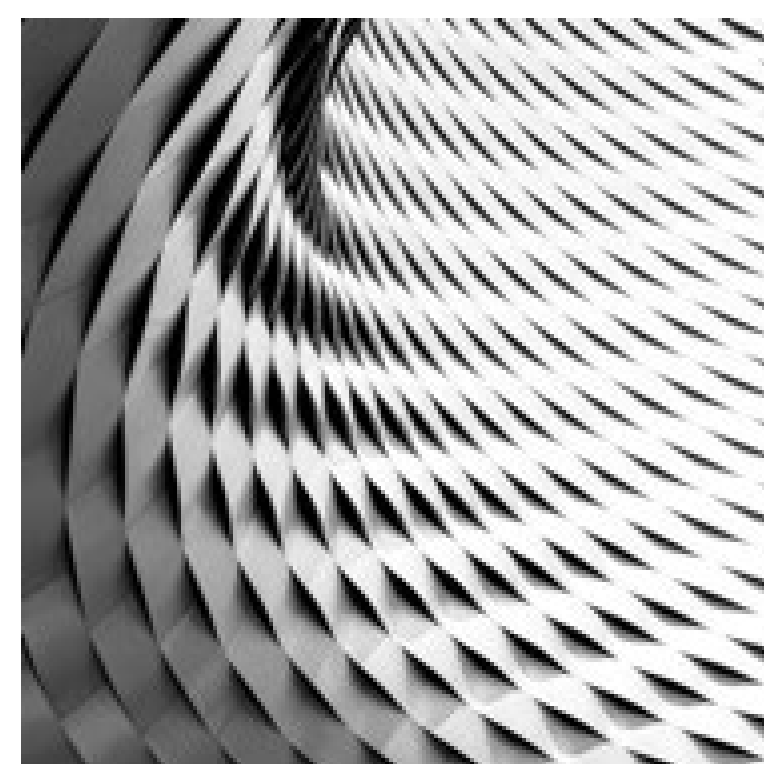
## INITIAL SHOCK

The outbreak is spreading. I am uncertain about how it might impact my day to day life. I am feeling confusion, fear or anger about preparing.



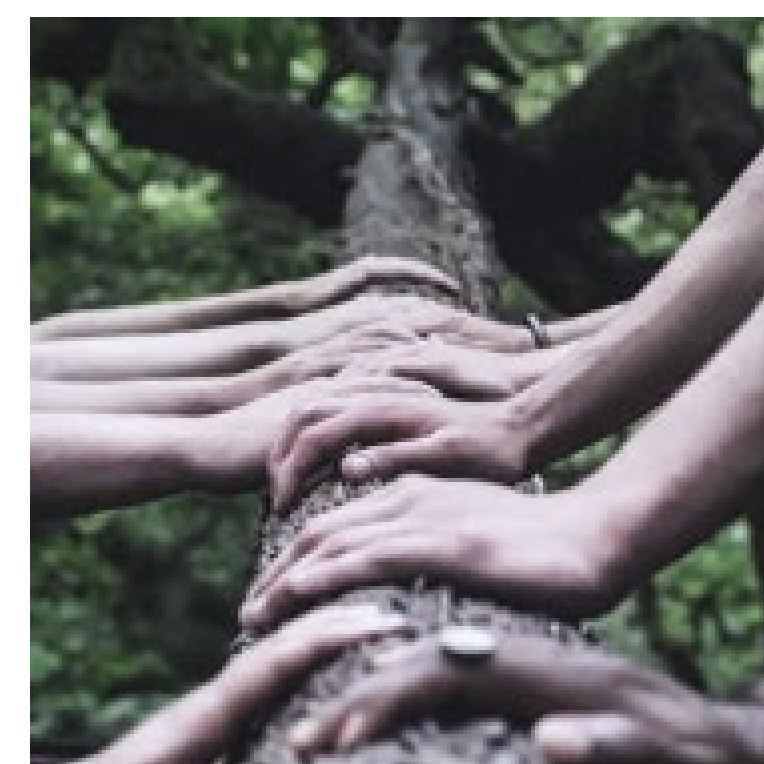
## COMING TO GRIPS

I am modifying my daily routine. There are moments of frustration and anxiety, but I'm trying to focus on what I can control.



## LIVING A NEW NORMAL

I am moving towards settling into a new routine while the outbreak is evolving. My routine is starting to feel familiar.



## MOVING INTO RECOVERY

I feel there has been progress to reduce the outbreak in the nation and my community. I am slowly starting the journey back to my normal routines and schedules.



## POST- CORONAVIRUS LIFE

I am fully reconnected to work and life without having the threat of the outbreak hanging over me. I am back to my routine from before.

# HUNKERING DOWN INTO NEW ROUTINES

In September, six months after the COVID-19 crisis began in earnest in the US, Americans, while still experiencing prolonged shock and grappling with the realities of the pandemic, are beginning to live their new normal and even experience signs of recovery.

% of Respondents Who Identify With Each Stage:

INITIAL SHOCK



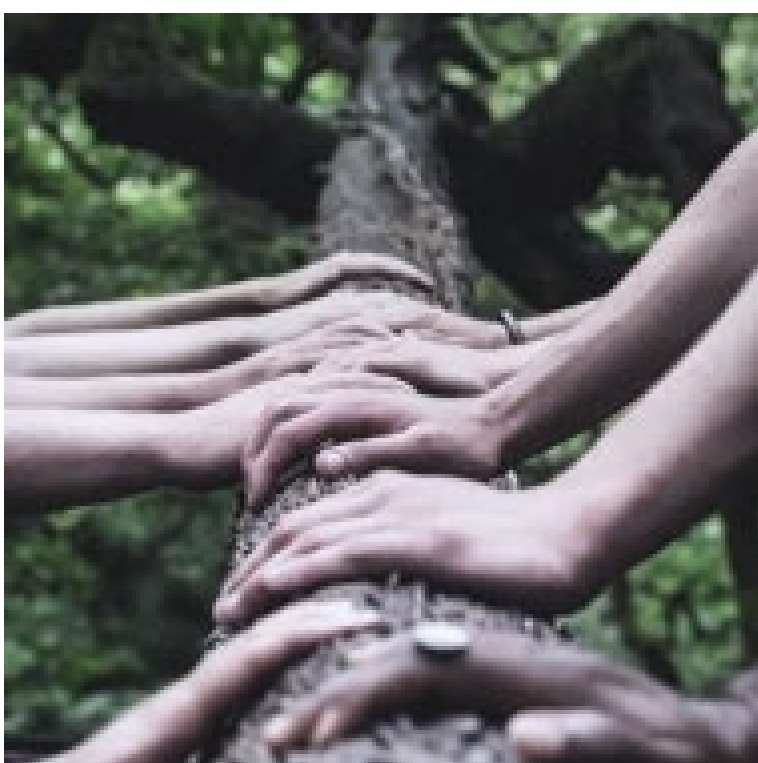
COMING TO GRIPS



LIVING A NEW NORMAL







MOVING INTO RECOVERY



POST- CORONAVIRUS LIFE

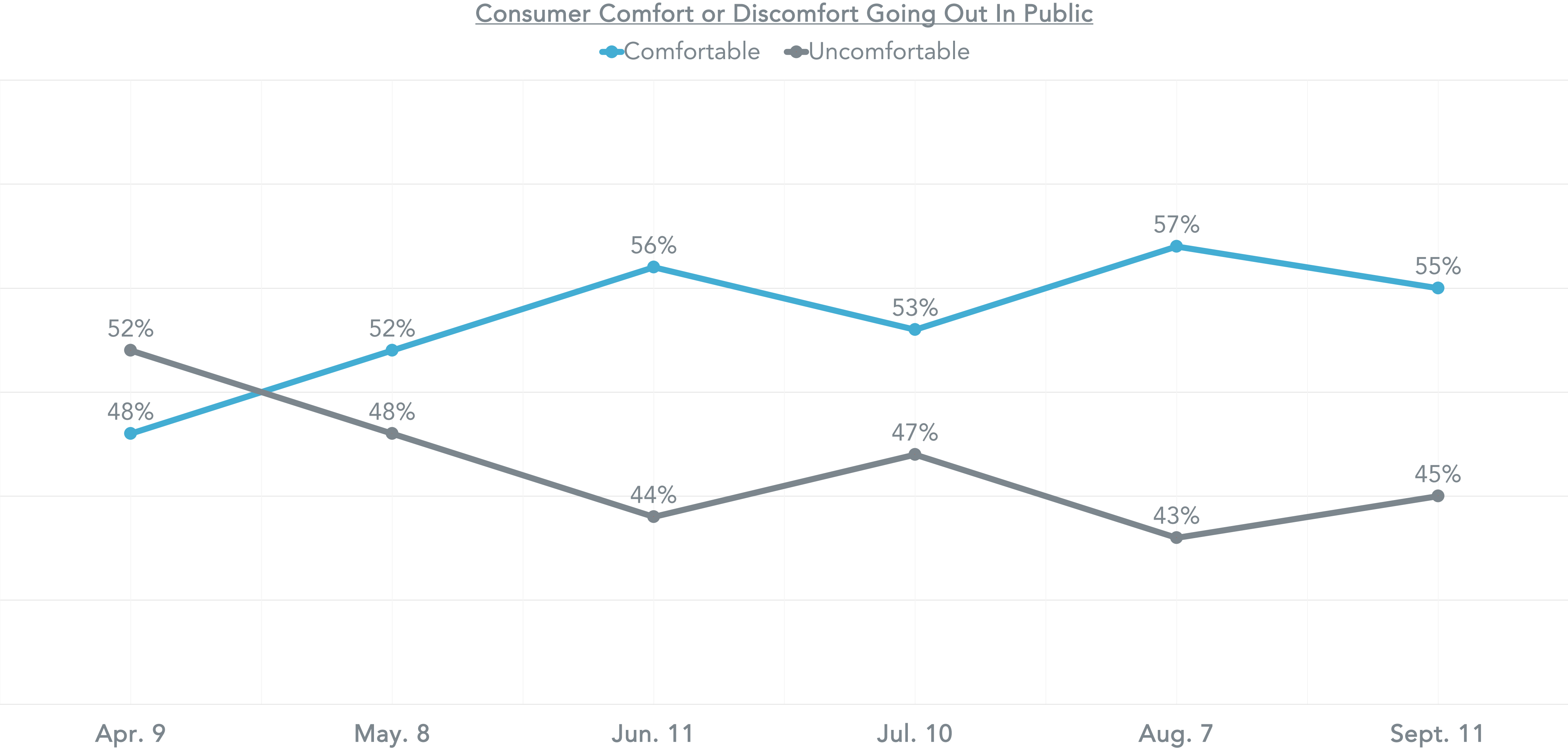


PAST FOUR WAVES:

JUNE 19	23%	26%	27%	14%	10%
JULY 10	25%	29%	27%	8%	11%
AUG. 7	29%	26%	27%	8%	10%
SEPT. 11	21% 	26%	32% 	12% 	8% 

# CONSUMERS ARE SPLIT ALMOST 50/50 ON COMFORT LEVEL IN PUBLIC

While overall they feel more comfortable going out in public as compared to April, comfort appears to have decreased since August.

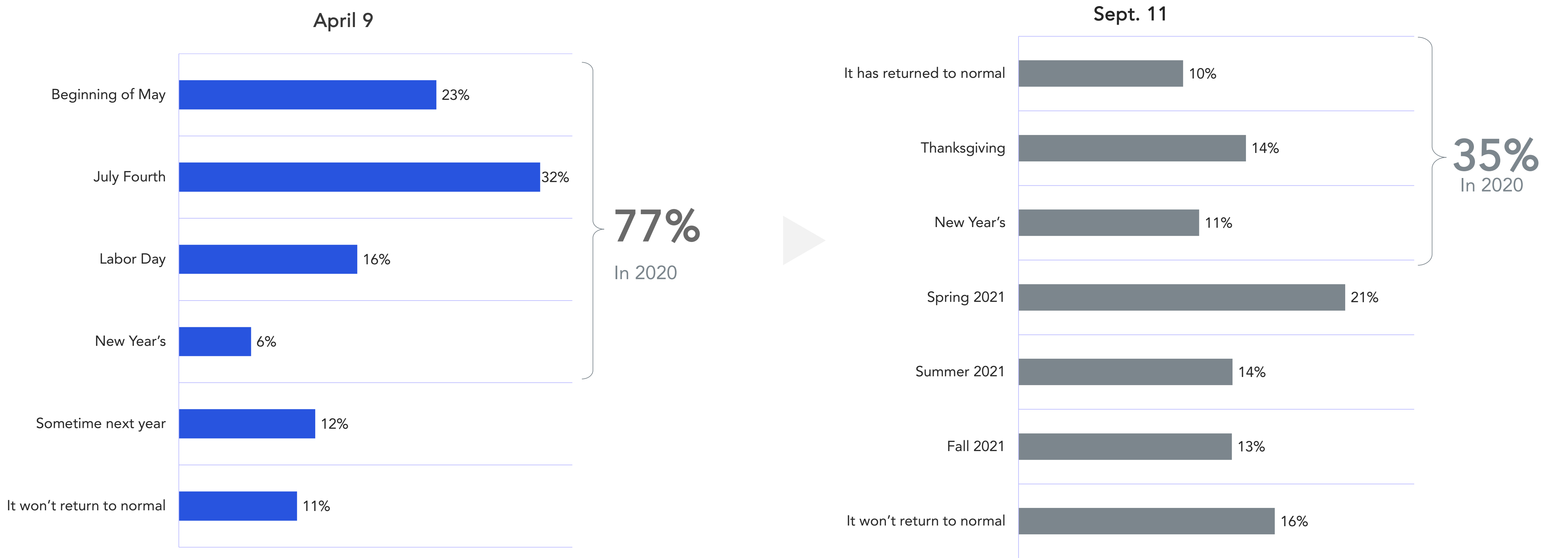


Q. In the context of COVID-19, how comfortable are you currently going out in public?

# HEADING INTO FALL, A RETURN TO NORMALCY STILL FEELS FAR AWAY

In April, over three-quarters of Americans said that things would return to normal in 2020. Now, that number has decreased by 42 percentage points, yet over a third of respondents continue to believe normalcy will return before the end of the year.

## When Consumers Think Life Will “Return to Normal”



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Consumers are  
beginning to  
feel stability in  
the new normal.

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Advertising  
approaches  
should reflect  
the new  
normal.

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# Marketers should be prepared for 2021.

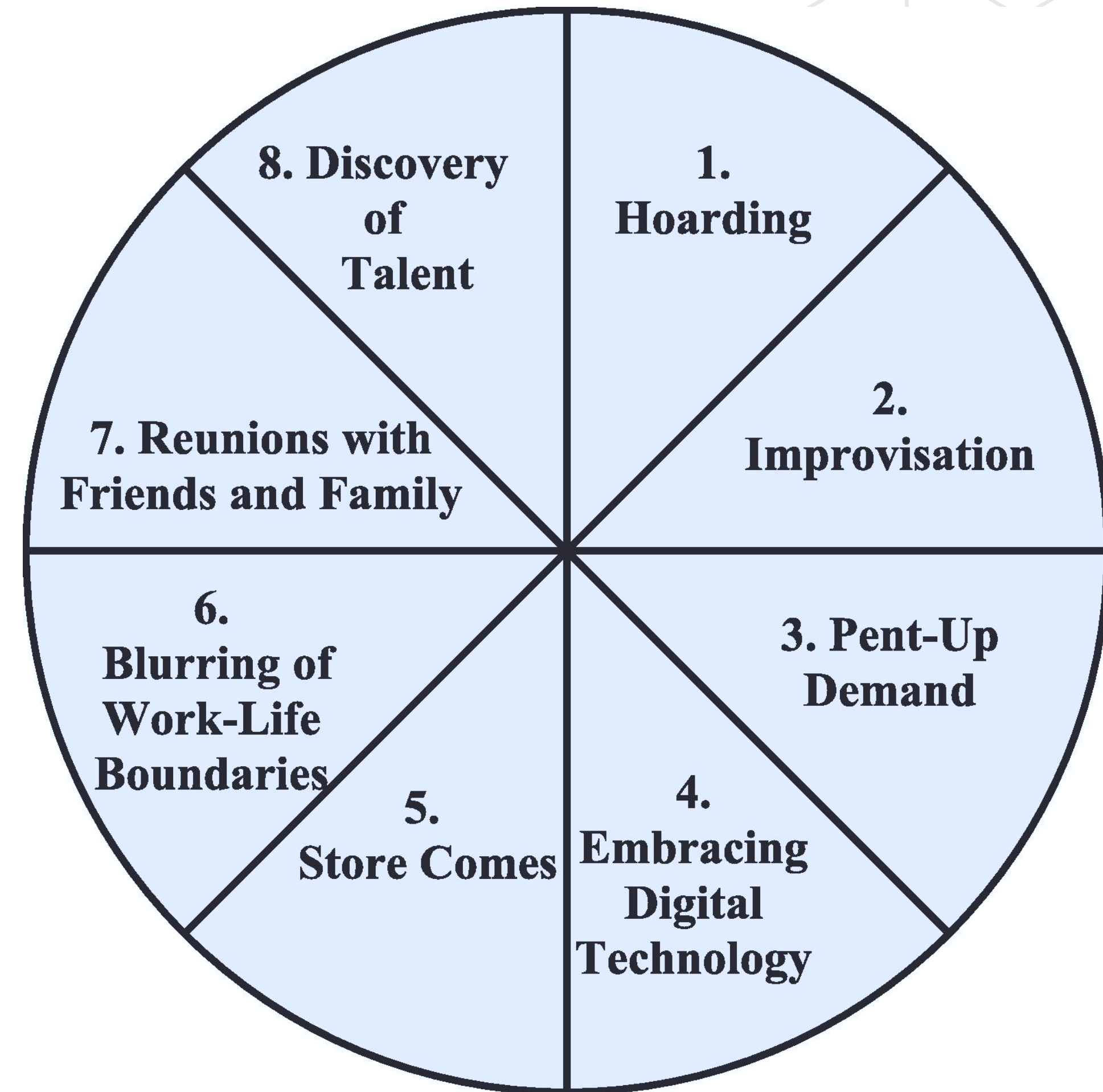
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# How Has the Customer Changed?



Customers are at different stages at different times.



# The routine has been disrupted...



## INCREASE IN DIGITAL MEDIA CONSUMPTION

More time at home means more digital forms of entertainment. Hours spent on streaming services, video games, virtual events, and more have all dramatically increased.



## INCREASED USAGE OF ONLINE ORDERING

52% of shoppers say they are shopping online more and Google search results for “online shopping” have doubled since March 2020.



## SHIFT IN PURCHASE PATTERNS

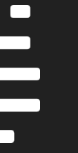
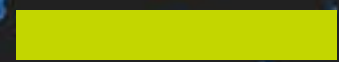
The working from home environment and general disruption to the routine means typical shopping/purchase patterns have been altered.

# Customer Expectations Have Changed

Most customers are tightening their purse strings and re-evaluating their spending habits  
(Dentsu Survey)



# The Need for Trust





# Customer need for trust is increasing...

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70%

of customers say trust in a brand  
is more important now than in the  
past

53%

Say trust in a company is the  
second most important factor  
when purchasing from a new  
brand

# A BIGGER NEED FOR TRUST— FOR BOTH PERSONAL AND SOCIETAL REASONS

Percent who say each is a reason why brand trust has become more important

## My Personal Vulnerability

The pandemic has increased my reliance on brands to keep me and my community safe	35
The pandemic has increased my reliance on brands to help me get through day-to-day challenges	33
Brands are collecting more of my personal information	28
I rely more on brands to do important things for me	26
I am struggling financially and can't afford to waste money	26
I use brands to express my values and don't want them to reflect badly on me	22

81% net

## Brands' Societal Impact

How brands produce and deliver products has a large impact on the environment	44
Brands will have a huge impact on how quickly and safely the economy recovers	36
Brands are more involved in major social issues and societal problems	34
Technological innovations such as robotics and AI have the potential to cause great harm if misused	26

74% net

# SOLVING PROBLEMS BIG AND SMALL MATTERS MOST FOR BRANDS TODAY

Percent who rate each as very or extremely important for brands to earn or keep their trust

## Solve my problems

Be a dependable provider	69
Be a reliable source of information	64
Be a protector	63
Be an innovator	63
Be an educator	55
Be a calming voice	52
Be a connector	51

85% net

## Solve society's problems

Be a visionary	61
Be a problem solver	60
Be a positive force in shaping our culture	58
Be a safety net	57
Be a collaborator	54

80% net

## Enrich my life

Be a source of joy	58
Be a personal inspiration	53
Be a means of self-expression	48
Be a source of entertainment/distraction	46

73% net



...but there is a disconnect between brands and their  
customers.

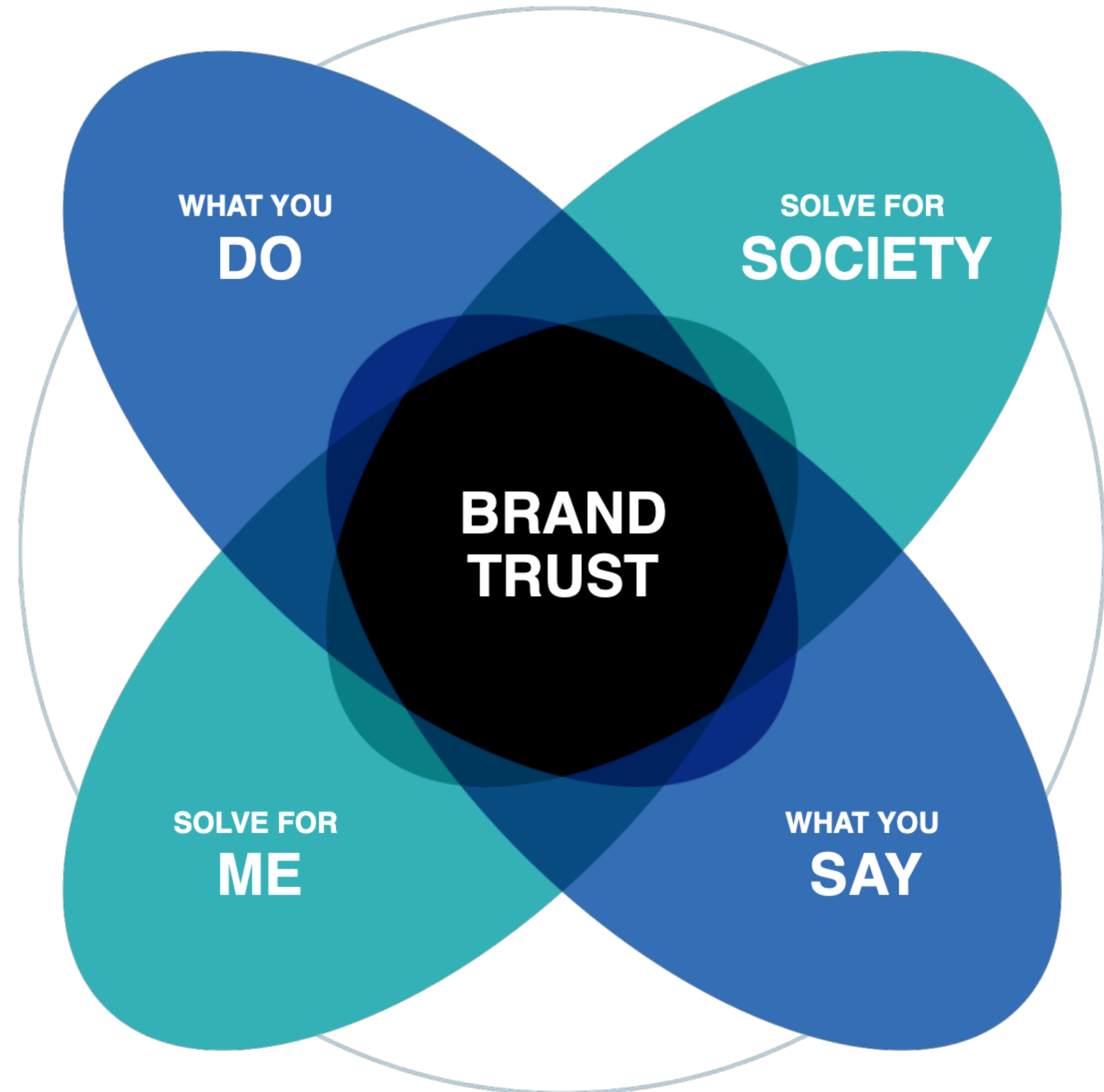
73%

Expect companies to understand  
their needs and expectations

51%

Say companies generally  
understand their needs and  
expectations

**TRUSTED BRANDS LIVE AT  
THE INTERSECTION OF  
PERSONAL AND SOCIETAL,  
WORDS AND ACTIONS**



# How to Meet the Moment



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# Developing a Plan



## LISTEN & LEARN

This is a crucial first step to identifying the needs and trends within both your existing and potential customer base

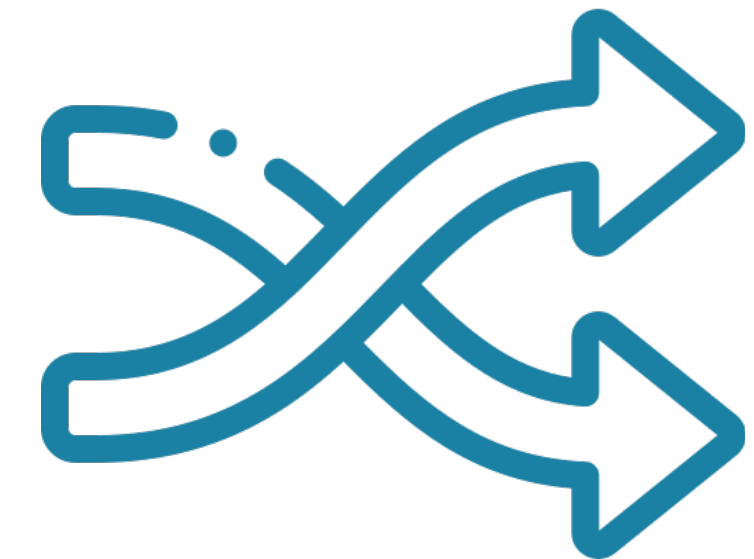
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## CONTENT & CONNECTION

After learning more about your customers needs, create a content strategy to speak to those desires and connect with your audiences

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## REVIEW & REVISING

Establishing a pattern of reviewing your current plan and making adjustments will help you deal with the ever-changing circumstances of a crisis

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## The Right Data

- + Identifying the right kind of data will ensure that it sets the correct foundation for all future strategy
- + Focus on your customers, but don't lose sight of your business KPIs
- + Can you create an action plan using this data?

FACEBOOK





LISTEN & LEARN 

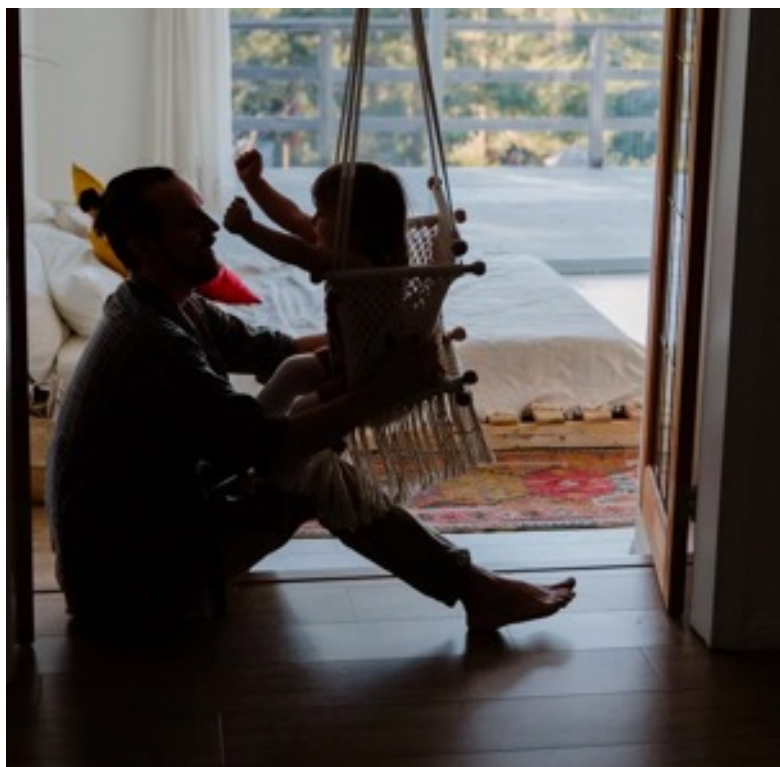
## Established Personas vs Current Behaviors

- + Re-evaluate your existing customer profiles and create new personas that are based on current data and customer behaviors
- + Identifying trends in your new personas will help your content maintain relevancy
- + Look beyond the initial data points to find the real needs of your customers

# AUDIENCE PROFILE OVERVIEWS

Those in Initial Shock continue to feel the situation worsen, while members of the three middle phases are feeling more stable. Those in Post-Coronavirus Life still think things are improving, albeit to a lesser degree than they did last wave. Consumers continue to look to brands to take action, but many feel advertising can go back to normal now.

## INITIAL SHOCK



### WHO THEY ARE:

They are young and diverse families who are struggling to move into recovery. They continue to feel that things are getting worse and are increasingly concerned about their employment/financial situation.

### BRAND ACTIONS:

#### PROTECT & ADAPT

- Implement safety measures
- Adapt services to meet new needs
- Keep my mind off of it

## COMING TO GRIPS



They tend to be couples across various life stages. After a rough month last wave, they are increasingly feeling more stable. They are concerned about the impact COVID is having on the economy and on society.

#### PROTECT & ADAPT

- Implement safety measures
- Adapt services to meet new needs
- Donate to those in need

## LIVING A NEW NORMAL



They are couples across life stages whose concern level is tempering. They feel the situation is stabilizing, but are worried about the long-term impact COVID will have on the economy.

#### PROTECT & ADAPT

- Implement safety measures
- Adapt services to meet new needs
- Look after employees

## MOVING INTO RECOVERY



They are older couples, most of whose children have left the house. They are starting to feel increasingly optimistic that the situation is starting to improve and want to see life go back to normal.

#### PROTECT & ADAPT

- Implement safety measures
- Adapt services to meet new needs
- Offer discounts / donate

## POST-CORONAVIRUS LIFE



They are established families, half of whom have kids living at home. They are less concerned about the health threat related to COVID, but are increasingly worried about its impact on the economy. They want to feel like life is back to normal.

#### DISTRACT

- Advertise as normal (pre-COVID)
- Take my mind off of it
- Offer discounts

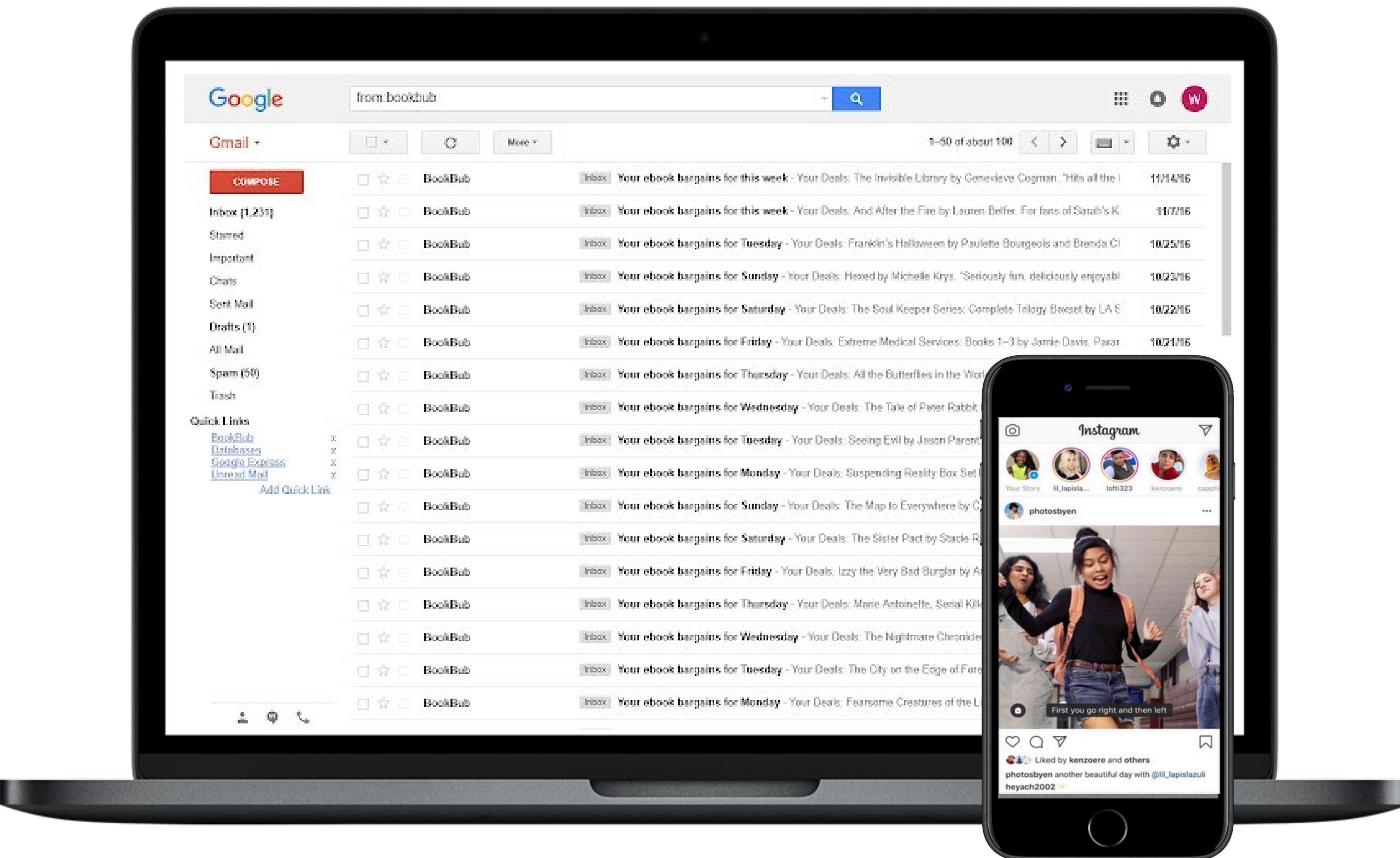
# Key Differentiators

- + How has the situation altered what your key differentiators are?
- + When it comes to the digital space, what makes you different?
- + How can you separate yourself from the crowded channels?



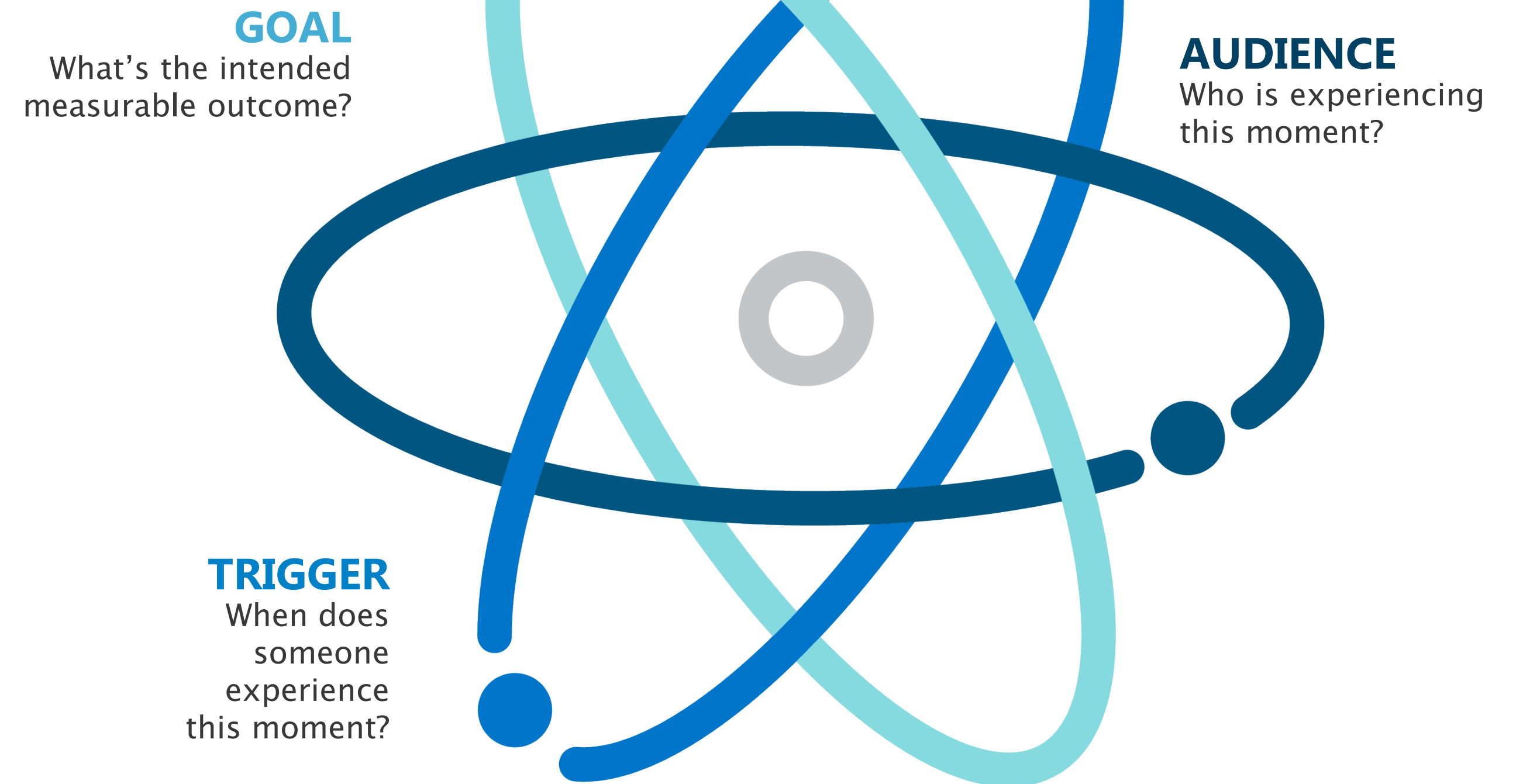
## Channel Strategy

- + Where is the “green space” for your business?
- + Which channels does your audience use most frequently?
- + What kinds of actions are your audience taking on each channel?



# Content Strategy

- + What moments in the customer journey are you addressing?
- + Is your content speaking directly to your customers new needs?
- + Is your content driving to meet your business needs?
- + Are you creating content that is tailored to the channel it is being viewed on?



# Customer Connection

- + Where are the key moments where you can connect and interact with your customers?
  - + Do you have opportunities to create personalization in your content?
  - + How can you exceed your customer expectations and provide a surprising experience?
  - + Create a seamless customer service experience
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# Reporting

- + Ensure your reporting cadence is frequent enough to take advantage of findings
- + Have the changes you made created positive results for your business?
- + Have there been changes in your audiences their behaviors?





## REVIEW & REVISING



# Revision

- + Don't be afraid to revise portions of your strategy to meet new needs or adjust something that isn't working
- + Crisis moments change at a moments notice which means you need to be prepared to shift gears as well

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# Main Takeaways



## TRUST IS KEY TO CREATING LOYAL CUSTOMERS

What the customer expects from brands is changing. Work to establish trust and meet their needs.

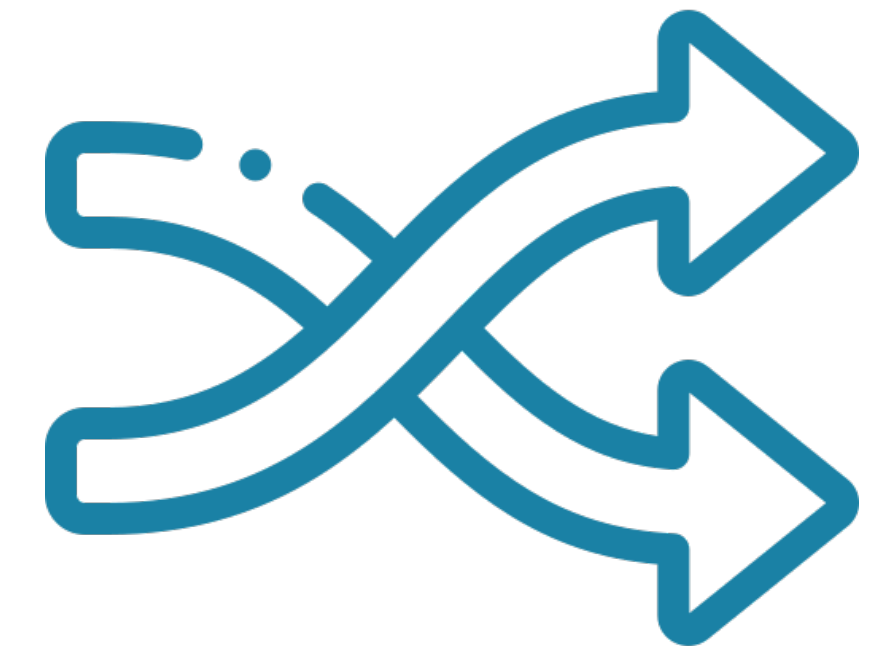
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## CRAFT A MARKETING PLAN WITH CUSTOMERS AT ITS HEART

For a marketing strategy to work in the midst of a crisis, it must be focused on your customer's needs first.

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## BE FLEXIBLE AND PREPARED TO ADAPT

Crises change at a moments notice. Be prepared to adapt and adjust to meet the moment at all times.

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# Questions?

