

Don't Let
Marketing Disappear
(and Other Advice for
Marketing in a Crisis)

Review our Webinar:

Understand the realities of marketing in a crisis – and how companies can adjust their marketing strategies to come out stronger than before.

The COVID-19 pandemic has forced companies to reconsider their marketing strategy and budgets. Join Debra Andrews, **Marketri's** President & Founder, and the rest of the Marketri Team as they discuss best practices for marketing during a crisis.

Watch
Our
Webinar



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**If you have any questions,
give us a call,
or send an email to**
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Discussion Topics:

1 Why Marketing Should Not Disappear!

Debra Andrews, Founder & CEO

2 To Sell/Communicate or Not During this Crisis

3 If You Can't Communicate, What Should You Be Doing?

Opportunities & Threats Assessment

George Jacob

Build your strategic marketing plan or adjust the one you have

Erica Gentilucci

Evaluate your brand and messaging

Debra Andrews

Optimize your website

Kevin Moll

Develop a content strategy

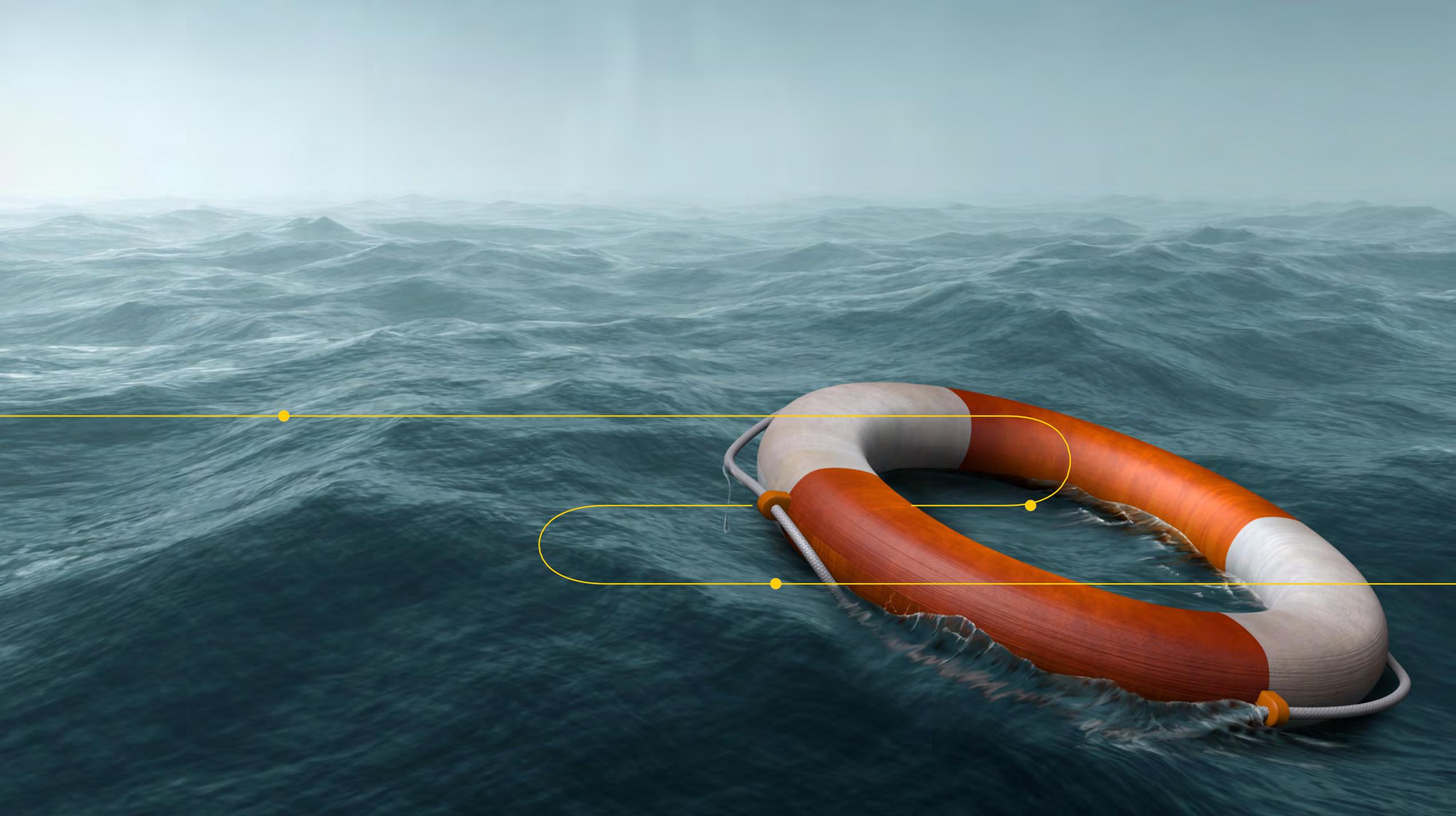
Kevin Moll

Evaluate your social presence

Trisha Gallagher

4 Stay Strong! #InThisTogether

5 Q&A



The coronavirus crisis, like every crisis, is unfolding over an arc of time with a beginning, middle, and end. It is useful to think what distinguishes what *was*, *is*, and *will be*. There *was* a past of relative stability and predictability. There now *is* chaos and disruption. There *will be* ... a different state. As this future unfolds, some organizations will be resilient. For others, this future will be catastrophic.

Impact

WHY MARKETING SHOULD NOT DISAPPEAR





The core business functions make up the key activity of the enterprise, but they may also comprise other (minor) activities if the enterprise considers these as part of its core functions:

- Human Resources
- **Sales & Marketing**
- Research & Development
- Production & Operations
- Customer Service
- Finance & Accounting
- Information Technology



- **Consistency** is the key to marketing. You want your organization to be in the best possible position to consistently and effectively promote your services/ products either during the crisis or as we head out of the crisis.

HOW TO COMMUNICATE AND WHETHER TO SELL DURING THE CRISIS





GO



NO GO



NEVER

Aggressive communications & direct sales are not appropriate right now if your products and services are not relevant to this crisis, especially during the period when non-essential businesses are closed.

From

Sent: Friday, March 20, 2020 12:24 PM

To: Sylvia

Subject: Reconnecting

Sylvia,

I haven't heard back and thought I'd just circle back around to see how things were.

I completely understand that it can be a little overwhelming to be in your position, but that's the exact reason that I wanted to connect. Through the use of our enterprise-level web-design expertise and our status as a Platinum HubSpot Partner, we work closely with you, at your budget, to secure qualified leads.

It can't hurt to at least learn more. That goes both ways, as I'm curious to hear more about your goals.

Do you have some time after lunch on Wednesday for a quick call?

All the best,
Lindsey

From:

Date: March 26, 2020 at 9:34:08 AM EDT

To: Debra Andrews <dandrews@marketri.com>

Subject: hope all is well, Debra

Hi Debra - Best wishes to you and your family. I hope all is well.

During these uncertain times, we at Marketri have been thinking to continue to help companies thrive.

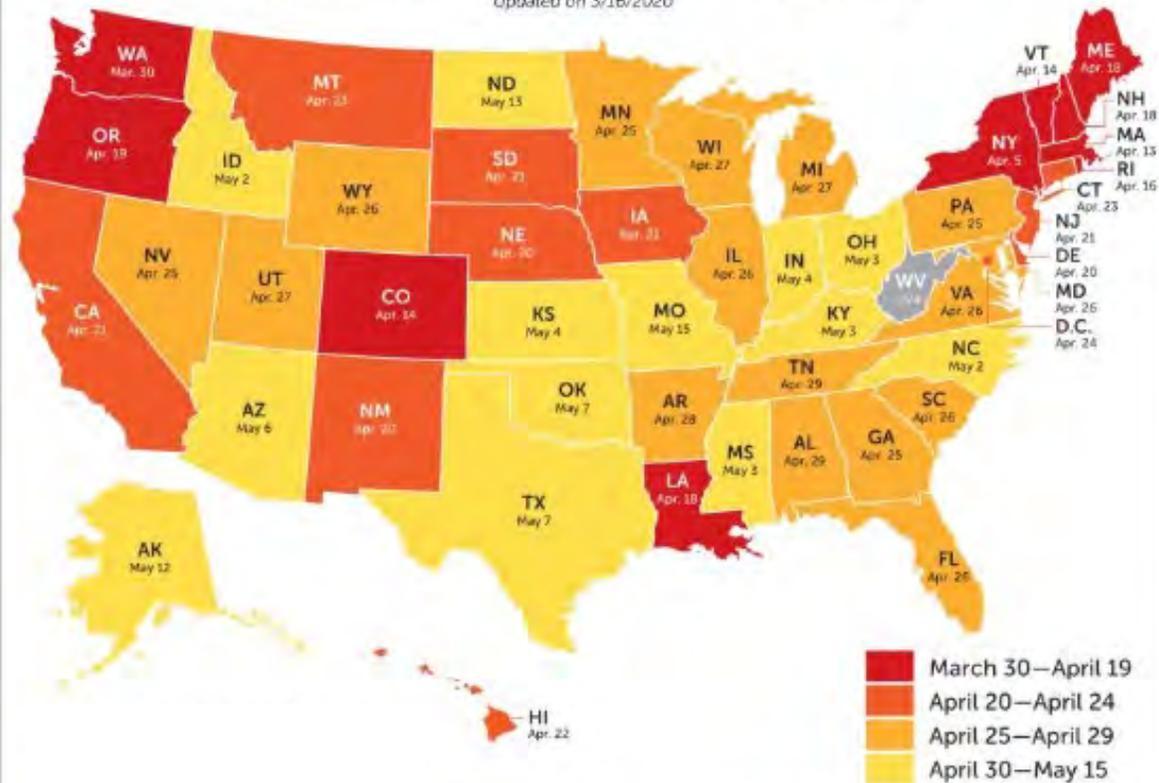
I'm actually hoping to give you more details on how I can help you optimise sales at Marketri, using a process through which we've managed to create over \$500m in revenue opportunities for our clients.

Interested in a quick chat on how you could potentially use this method?

WA is likely to run out of ICU bed capacity in the next two weeks. When will your state? A new predictive model created by [Catherine Castillo](#) and [Neil Carpenter](#) reveals projected ICU bed shortage state-by-state, validating ...see more

Projected Date of ICU Bed Shortage by State

Updated on 3/16/2020



24 • 9 Comments

Like Comment Share



ALWAYS

- **Reach Out!** If you can help hospitals bolster experienced manpower or life saving equipment.
- **No marketing fluff / no sales spin.** Be respectful of time and get right to the point.
- **Being helpful** does not mean you are taking advantage.

From: Aaron Price <aprice@njtc.org>
Date: March 20, 2020 at 3:33:01 PM EDT
To: Debra Andrews <dandrews@marketri.com>
Subject: Hospitals needs our help. We need your input.

Hi Debra,

I'm writing today hoping that our community will rally and that you will help.

Specifically, I'm hoping you'll help with these 2 things:

1. **Share resources and suggestions of what we can do to produce and/or get gear and supplies to medical professionals and others addressing the covid-19 pandemic as well as products and services we can offer our community. [Please let us know here, as soon as possible.](#)**

Hospitals and the State are specifically in need of N95 respirators and masks, and we are also interested broadly in hardware, software, and all innovative solutions that can help.

Hackensack Meridian Health, the largest integrated hospital system in NJ, will review submissions for applicability and to determine if there is an opportunity to potentially support the scaling and distribution to those who need them. We will also be sharing these resources with the State.

2. **[Please take our Covid-19 business-survey](#) so we can share summarized (and anonymized) learnings with you and so that we can create programs to help your specific needs.**

This email kicks off the first of our weekly survey series where we ask you to share how your organization is dealing with covid-19. After this first benchmark survey, future surveys will be just 2-3 questions.

For those of you who respond to at least 3 surveys, you'll have the chance to be featured in an upcoming webinar.

While the world has changed, we will continue to unite our community to help one another. In that spirit, we tremendously appreciate your participation in both of the above requests.

Stay safe and wash hands,
Aaron
CEO, NJ Tech Council
Founder, Propelify

We just wrapped up a webinar with an infectious disease doctor who also lead disaster recovery for September 11th. Lots of useful covid-19 facts and advice shared. Highly recommend that, after you do #1 and #2 above, you watch it [here](#).



The response to COVID-19 has felt alien to a certain extent. Hospitals assembling tents. Walmart and CVS creating pop-up testing drive-throughs. Grocery stores scrambling to keep basic necessities on the shelves. Graphs of various "peak virus" scenarios having wildly different implications. Unusual and unnerving photos during an unprecedented period.

COVID-19 has created a surplus for many services (e.g., air travel and hospitality), while creating excess demand for other services (e.g., healthcare). Which leads to the central question of this blog: "Should companies offering needed services at market rates hold back on marketing outreach for fear of being viewed as ambulance chasers?"

I'll give you an example. This past week, I was consulting with a company that provides facility management services to a wide range of industries, including healthcare. Given the crisis, I suggested that it do proactive marketing outreach to clients and non-clients to deliver a quick and relevant message about the services they have available.

The CEO cautioned that this type of communication could be considered in poor taste. I countered that it was being helpful.



Helpful services aren't tacky if you need them.

There are many service providers that target the healthcare industry, K-12 schools, senior housing, and daycares. Commercial cleaning companies, project management and assessment, temporary staffing companies, and more have valuable services that are likely in high demand due to the crisis.

Why are marketing campaigns to connect a service to an explicit, high-demand need inherently seen as tacky? It's tackier to push



WHAT SHOULD YOU BE DOING?



OPPORTUNITY & THREATS ASSESSMENT





SWOT Analysis:

- In a time of crisis, you want to redefine and reidentify your Opportunities and Threats first
- **Opportunities:** Help focus your priorities to set near-term actions
- **Threats:** Help define your risk tolerance, areas of concern, things to monitor



Questions to help identify Opportunities:

- How do our existing services apply to our target audiences right now?
- What customers need help the most and why?
- What specifically do they need right now? What questions are they asking?



Questions to help identify Opportunities:

- Are there any benefits or values of our services that are more valuable than before?
- What skill sets do we have in house (that we may not be leveraging) that apply to this new circumstance?
- What information would be ideal to make a more informed marketing pivot? What can we get right away?



Questions to help identify Threats:

- What's the worst-case scenario regarding our continued business operations?
- What do we expect our competition to do?
- How severe are the risks that we can identify?
- What are immediate causes for concern?
- What are potential risks that we need to monitor?

BUILD OR ADAPT YOUR MARKETING STRATEGY





CUSTOMERS
TRENDS,
HABITS, PAINS

INTERNAL
PRODUCT,
STRENGTHS,
WEAKNESSES

**MARKETING
STRATEGY**

**EXTERNAL
INDUSTRY**
COMPETITION
& MARKET

SALES
PROCESS &
BUSINESS MODEL



Considering Coronavirus:

- Use the lens of today and tomorrow
- Work from home trends amplified
- Buyer purchasing habits changing
- Diversified lead sources

BUILD YOUR BRAND

EVALUATE YOUR BRAND
AND MESSAGING

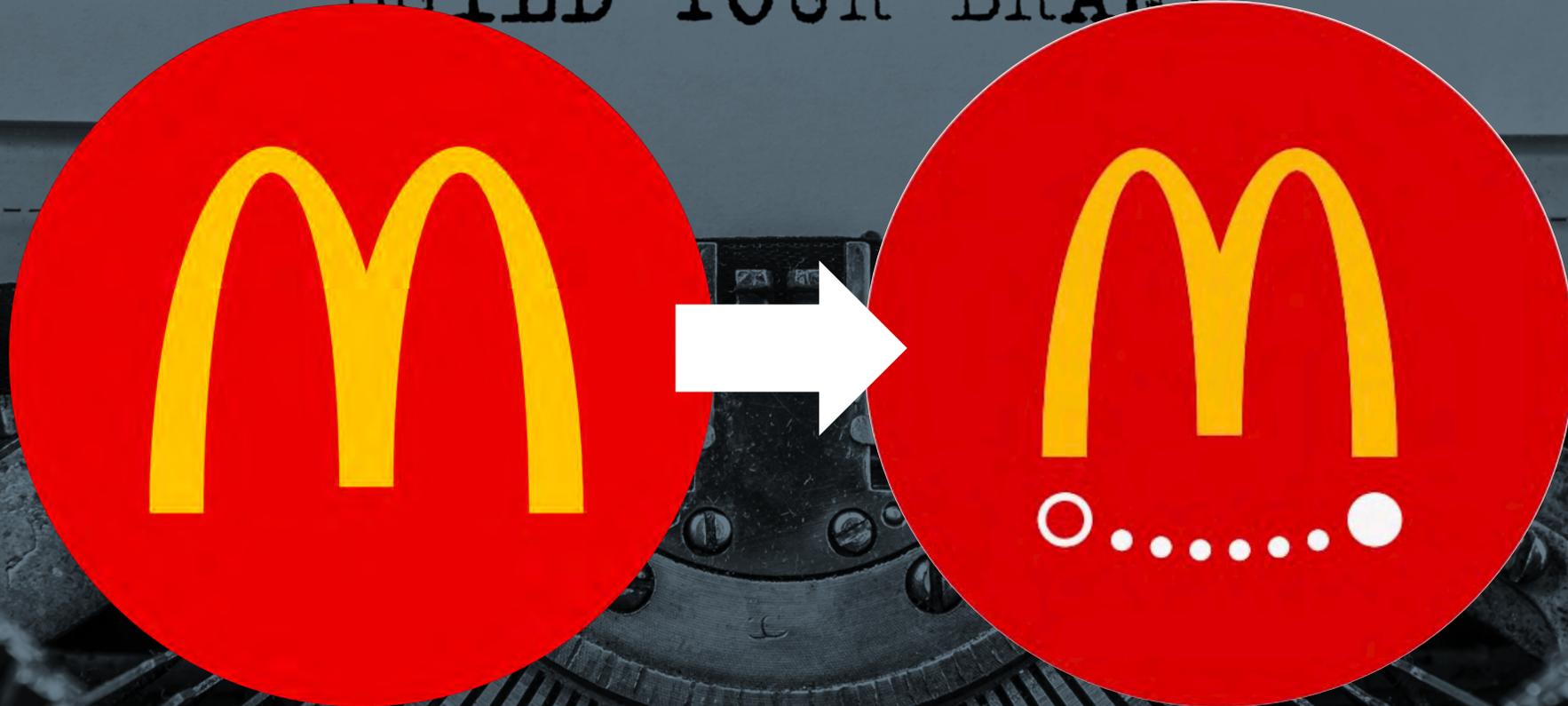




Brand Considerations During a Crisis:

- Marketing side of the brand
- Operational side of the brand

BUILD YOUR BRAND



Marketing Side of the Brand:

- Company messaging
- Company positioning
- Logo
- Colors
- Fonts
- Design



Operational Side of the Brand

- Business continuity during the crisis
- Responsiveness
- Tone/actions (inward vs outward)
- Community positioning / local businesses

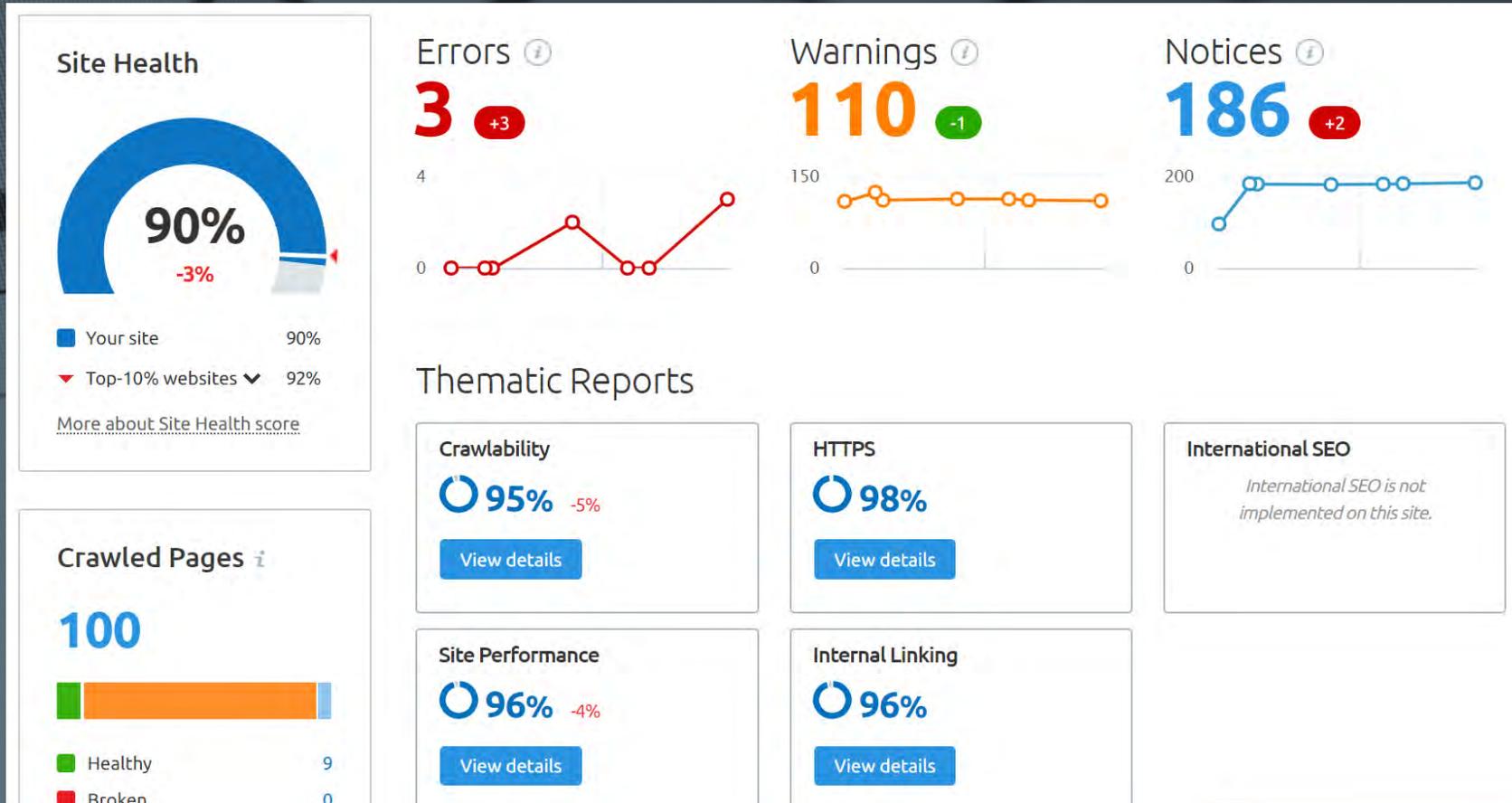
OPTIMIZE YOUR WEBSITE



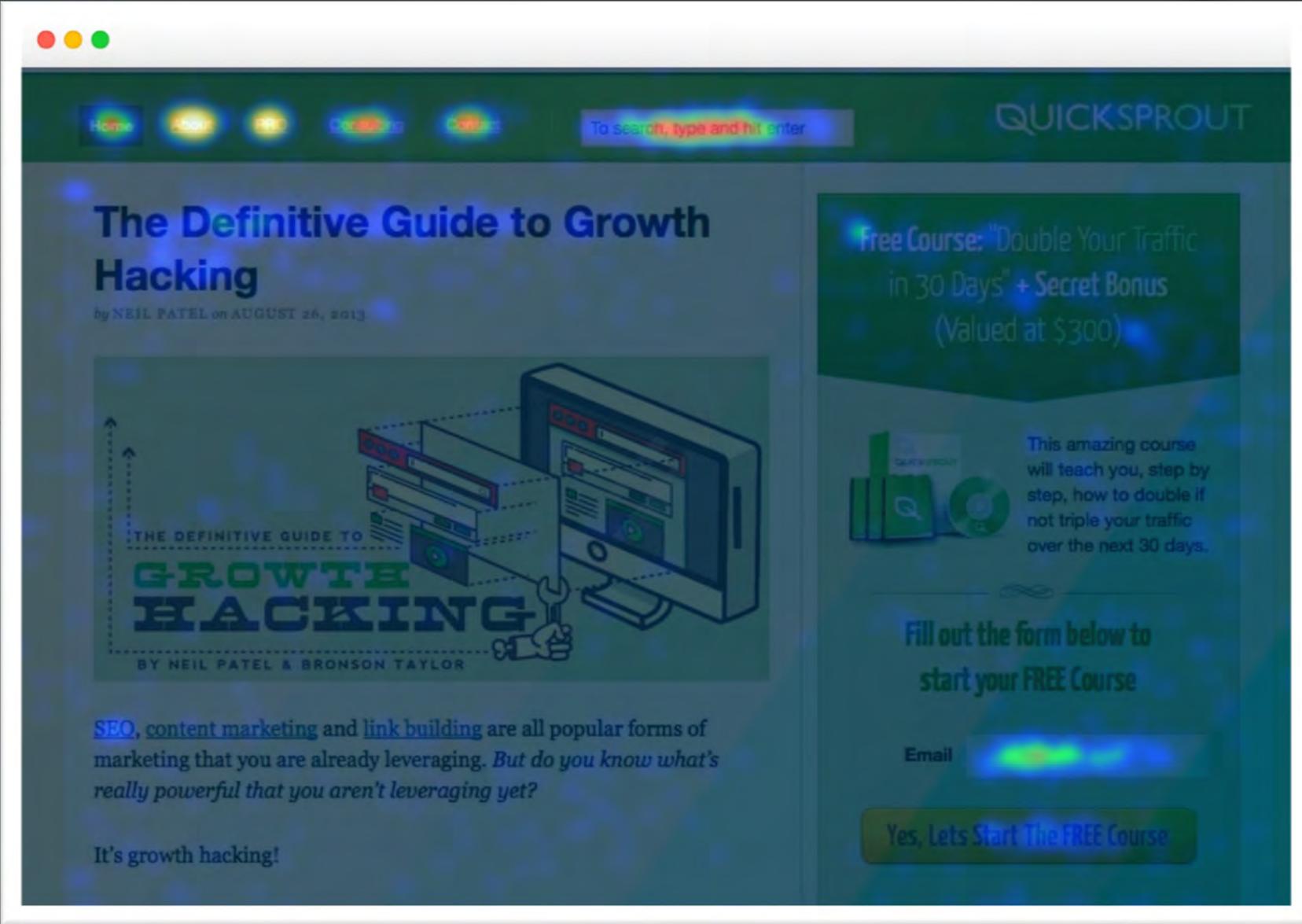
Pages vues

4 212

Evaluate Website Health:



- Using a tool, such as SEMrush or Moz, evaluate your website health
- Prioritize errors, warnings, then notices
- May require developer resources



User Experience:

- Best time to take a fresh look to website
- Does menu structure make sense?
- Does the site work well on mobile?
- Are all CTAs clear?
Are pop-ups relevant and working properly
- Review Crazy Egg

Users

367

↓9.4%

Sessions

460

↓11.7%

Bounce Rate

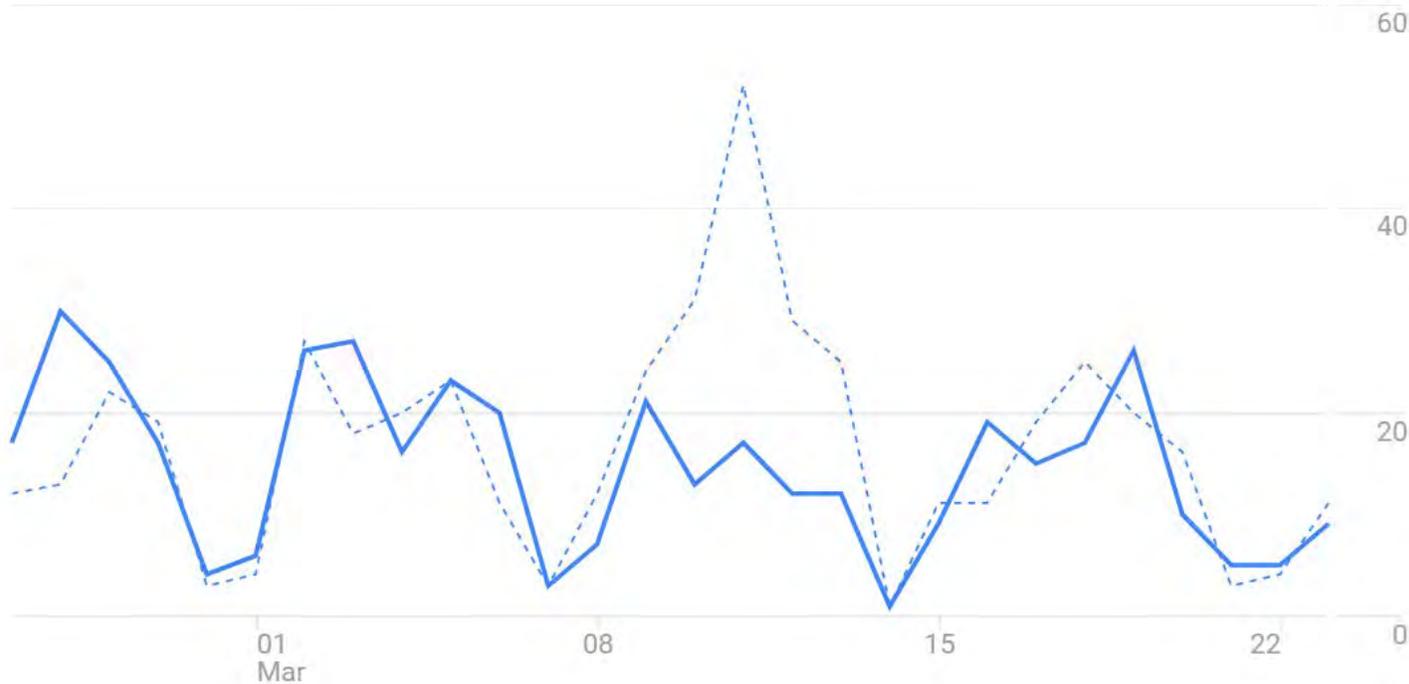
72.17%

↑0.3%

Session Duration

0m 57s

↓4.5%



Last 28 days ▾

[AUDIENCE OVERVIEW >](#)

Analytics

Things to consider:

- Where is traffic coming from?
- What content is driving the most conversions?
- Are conversions set-up correctly?
- Which pages have the highest bounce rate, and why?
- Develop findings as a baseline to reference going forward

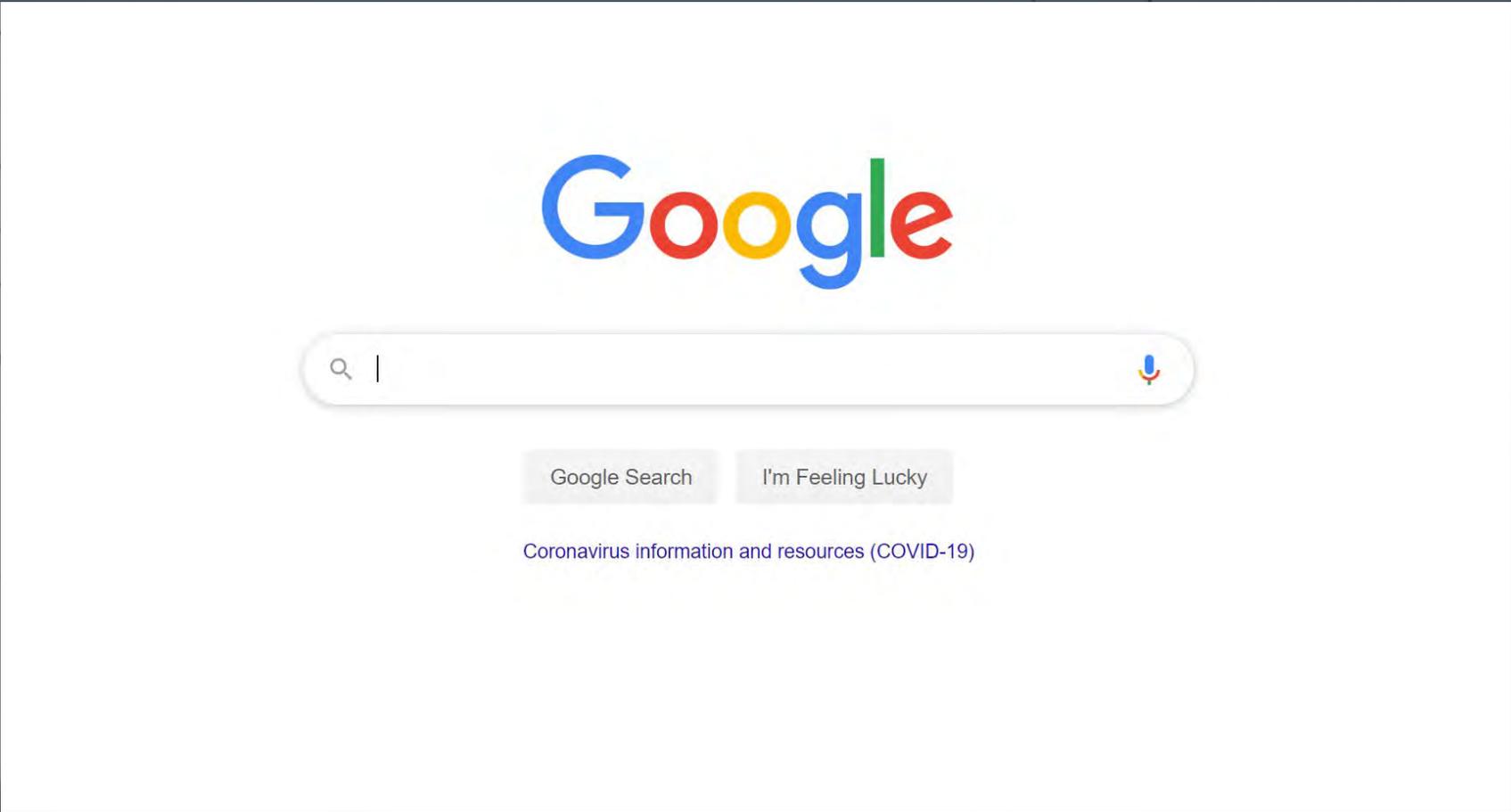
DEVELOP A CONTENT STRATEGY





Audit Existing Content:

- Covid-19 Content
- Ensure Content is still relevant (review top performing posts)
- Evaluate landing pages and gated content
- Revive the blog



Google

Q |



Google Search

I'm Feeling Lucky

Coronavirus information and resources (COVID-19)

Keyword Research:

- New Covid-19 Keywords
- How do we rank now?
- New target keyword research
- Update tracked keywords
- Branded vs. Non-Branded



Content Calendar:

- Minimum 3-month plan
- Include updates to old content
- Development of new content
- Beware of keyword cannibalization!

EVALUATE YOUR SOCIAL PRESENCE





Jen Hartmann
@jenalyson



What SMMs can do:
Coronavirus (COVID-19) outbreak

1. Evaluate your content plan
2. Imagine each post sandwiched on social:

 Alert! COVID-19

— —> Your content <— —

 Alert! COVID-19

3. Scrap it if it feels tone-deaf

♡ 471 1:34 PM - Mar 11, 2020

💬 115 people are talking about this



Rene Ritchie ✓
@reneritchie



Before you hit “send” or “post” on your COVID-19 thing, ask yourself (and head of outbound marketing) if you’re really helping, or just cluttering, maybe even exploiting.

Then ask 3 more times and if you’re not absolutely sure, hit “delete” instead.

Our inboxes thank you.

♡ 268 11:15 AM - Mar 17, 2020

💬 60 people are talking about this

In Response to a Crisis:

- Review & pause current scheduled campaigns (for social posts, PPC campaigns, email, automations, blog, video, etc.)
- Conduct social listening
- Temporarily shorten the planning & publishing timeframe
- Maintain brand consistency



Evaluation, Planning, Go Forward:

- Connect with community
- Review performance, audience, opportunities
- Optimize each profile
- Refresh messaging & review new concepts



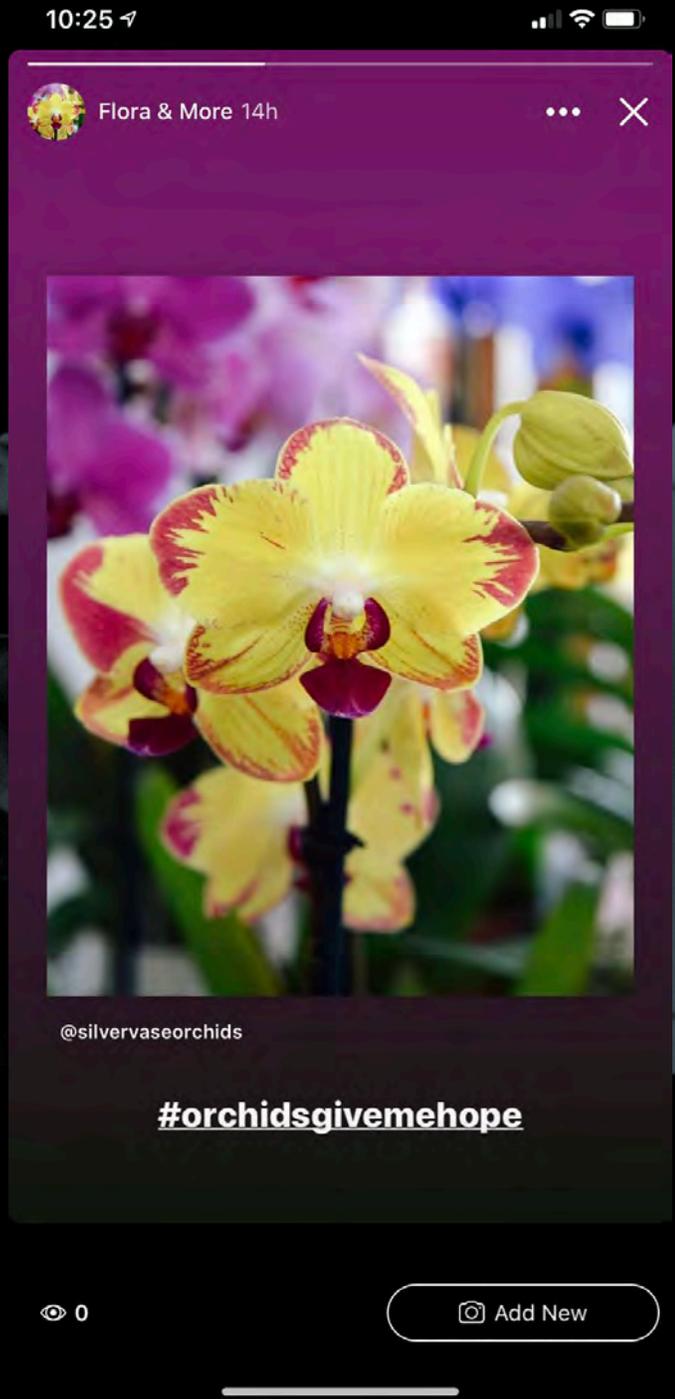
We're in this together.

Friendship. Hope. New Beginnings.



#inthistgether

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STAY STRONG!
#INTHISTOGETHER



A close-up photograph of a squirrel's face and paws on a weathered log. The image is overlaid with a semi-transparent dark blue filter. The word "Questions?" is written in a large, bold, yellow sans-serif font across the center of the squirrel's face. A yellow line with circular endpoints at the top left and bottom right corners of the text area frames the word.

Questions?