



Marketing Opportunity in Adversity- 2020 Vision

Whilst this is a very difficult time, and our sympathies go to those that have been affected by the current crisis, there are some strong reasons to maintain marketing activities during this period and indeed to use the opportunity to prepare promotional activities for when the lockdown eases, if not ends, so that your business or organisation will take off again and fly even higher.

Not only are a lot of people more receptive at present, leading to increased internet search volumes, higher response rates for direct marketing and greater social media engagement, they also have more time to read and absorb your message, so increasing your potential and prospects as we come out of lockdown and the economy recovers.

Preparations can also be made for that time, using this period wisely, to better structure and optimise your website and online presence, build a communications schedule for the next six months, to the end of the year, and start to develop all-important content in the form of blog posts, website landing pages, electronic newsletters and social media posts, plus perhaps even press releases and articles.

Review Re-Discover and/or Re-Set Your Brand

Your brand determines how you are perceived by both your customers and your prospects. It's not just your logo and visual identity, but also the wording you use across your marketing and sales materials. It personifies you, with the emphasis on the person. **Is it time for a refresh?**

Does your image, visual and/or written, need a review, re-design and re-set? Perhaps your style, particularly the wording you use, needs to be more contemporary, including to reflect the current status of your business or organisation today and for the new future.

Search / Online Marketing

Attracting enquiries from those actually looking for your products and/or services:

You must be listed on Google and other search engines to get the enquiry / order. It's a crime not to be! Using search marketing techniques will ensure that your website will be found, ideally first.

- **Create Great Content:** Online marketing, indeed much of proactive and productive marketing, is driven by good quality copy. Use this time to either write, or alternatively jot down some briefs and get a creative copywriter to do it for you. In particular offer advice, guidance and information, plus comment, opinions, interviews etc. This can then all be used in blogs, social media posts etc online and as the basis for e-newsletters, press releases etc.
- **Optimise Your Website:** Use this time to identify the keywords and phrases that people who are looking for your product / service use in the search engines. Ensure these are incorporated into your website pages and all your online marketing activities, including social media.
- **Social Media:** Having a comprehensive profile, both business and possibly personal, plus regular posting and connection to potential customers and other useful content will be powerful in helping to increase awareness. But it is time consuming so don't spend too long at the expense of other effective marketing activities.

Please ask for our separate [Search and Online Marketing Factsheet](#) for a broader range of optimisation and online activities.

Direct Marketing

Attracting enquiries from those that you already know or know of: Build and/or expand a database of both customers and prospects and then communicate with them on a regular basis, especially now! This will ensure that you are thought of when customers need what you do or provide.

- **Database:** Use this time to build a comprehensive contact list from not only your customers and prospects but also referrers, those that can recommend your product or service to others. As they will be principally used for electronic marketing, pull the email addresses from your email browser (B2B only to be compliant with GDPR of course or opted-in only for B2C).
- **Electronic Newsletter:** Build a smart branded template in a facility such as Mailchimp, Constant Contact, Campaign Monitor or similar (some CRM systems have an integrated e-newsletter facility). Load in your contacts. Send informative emails, not too frequently, once or twice a month typically, and monitor the response through the software, seeing who has clicked through to your website or similar for follow-up.
- **Direct / Postal Mail:** Consider sending high propensity prospects, or even good customers, something suitable in the post, maybe something to ease the pain of lockdown!, so that they will remember you at the time of recovery.
- **Telemarketing:** Keep in touch. Why not call up your best customers and prospects to see how they are, appraise them of your activities and of course enquire about their imminent and future purchases (so you can focus your attention on now and when things improve).

Media Marketing

Creating demand from people that may not know you yet or have a current requirement: This involves more traditional marketing techniques such as public relations to win editorial coverage, advertising (if really necessary!), events etc, to place your products in front of totally new prospective customers and perhaps remind existing ones of your range, capabilities etc.

- **PR Programme:** Much of the press, both printed and online, is continuing to be published and read, with people having more time to do so. Prepare and issue a press release, or even better, an article, case study or similar to attract coverage. Focus on the media for your market that is best respected and has the highest and most appropriate readership.
- **Seminars & Webinars:** An event, even a virtual one, is a great excuse to communicate more often with your contacts. Putting on a webinar, or a series, is a great way to not only engage but also gives you a perfect opportunity to message your database more frequently, reminding them to attend. And don't forget to record it for those that missed it!
- **Networking:** Various virtual networking events are being organised, you could even consider putting on one yourself for your clients and prospects in your sector. Attend those that are appropriate, and only those that are appropriate, having the right mix of other attendees that can bring you business, because they are either possible customers or referrers.

In this recession and to some extent the one that will follow the end of the lockdown, market sizes will be smaller. Therefore, you need to gain a larger share. Making sure you continue (or start!), your marketing activities will keep you in front of potential prospects and so win their purchases. If you need any further information or advice, please do not hesitate to contact us and let Calibre help your business take off and fly higher.

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May 2020