



Creating Connections in the Age of **Social Distancing**

Presented by Natalie Shuman
Global Women Fresh & Apeel Sciences

6 Tips for the COVID Marketer

1. Track Trends
2. Adjust the Message
3. Get Back to Basics
4. Collaborate
5. Innovate
6. Create Headspace



LOOK FOR ME!!

Today's State of Business

Thriving

Industries deemed essential and/or provides value in the era of COVID. Grocery, virtual services, home office/sports equipment, supplements.

Surviving

Industries who have seen sales plummet due to COVID restrictions and customer mindsets.
Food Service, Events, Travel, Live Entertainment.

Redefining

Industries that have quickly pivoted to online models, new products and partnerships.



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NATIONAL
GEOGRAPHIC

How hard will the coronavirus hit the travel industry?

The COVID-19 pandemic brings travel to a standstill, causing massive job and revenue losses. Will there be light at the end of the tunnel?

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the guardian

Britons go on shopping spree to ease grind of Covid-19 confinement

Online trade booms as people stock up with jigsaw puzzles, crafts and gardening gear

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EST. 1905 **VARIETY**

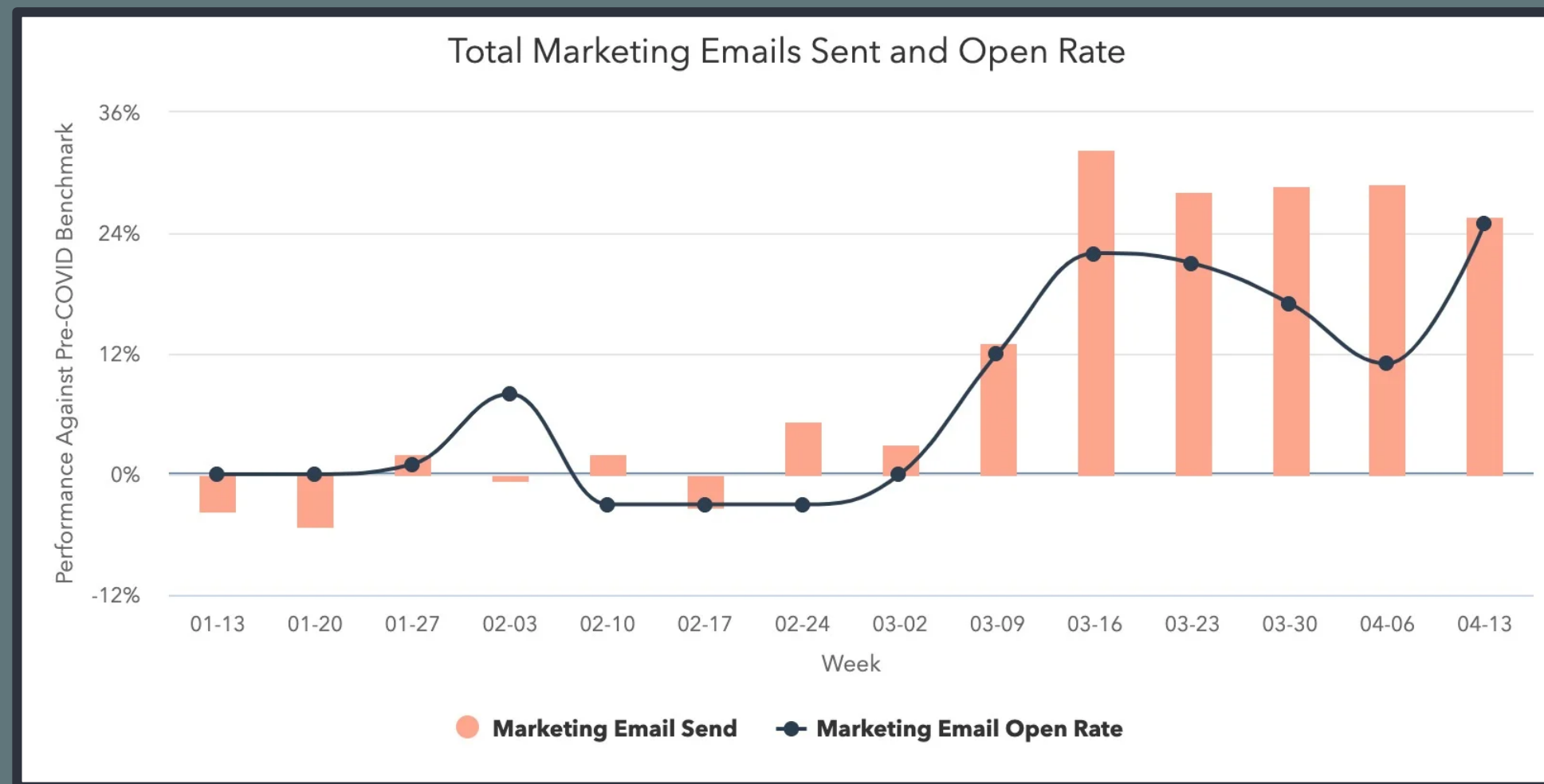
How Erykah Badu Created Her Own Livestream Company for 'Quarantine Concert Series'

A decorative graphic consisting of several overlapping, semi-transparent rectangular frames. The frames are arranged in a staggered, overlapping manner, creating a sense of depth and movement. They are light blue or teal in color, contrasting with the dark background.

Let's Get Started...

Tip #1 | Track the Trends

What's happening to business today is not usual,
so it cannot be business as usual.



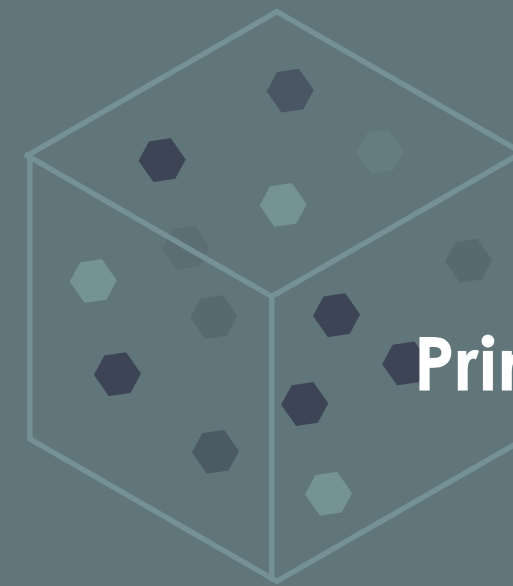
📊 [Hubspot Global Marketing and Sales Benchmark Data](#)

📊 [Produce Marketing Association – COVID Resources](#)

📊 [Emarketer.com](#)



FREE!



Primary Research



Surveys

Interviews, Ethnography,
Focus Groups

Social Listening



Secondary Research



Professional & Industry
Associations

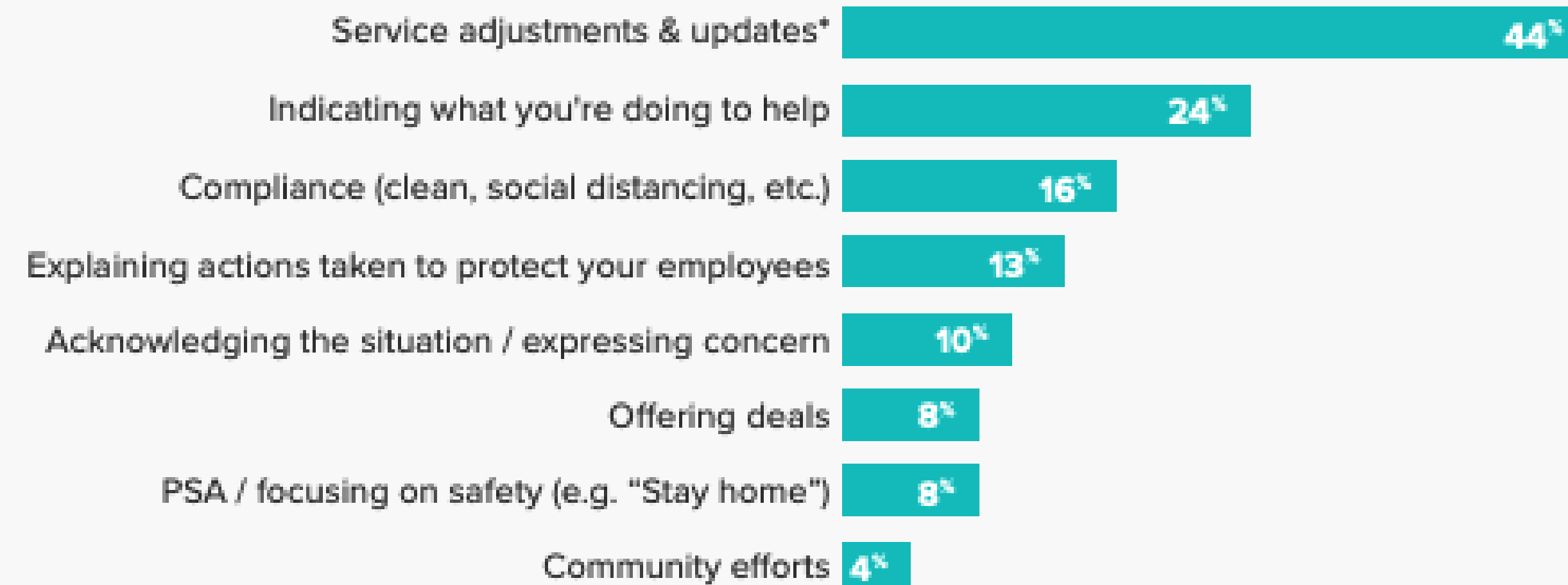
Government Resources

News & Articles

Tip #2 | Adjust The Message

Don't Fall into the "COVID-washing" Trap

Preferred Content in Advertising



* Hours, online options, free delivery, if still open, products or services still selling / have in stock



Weathering the Storm: Brand Management in the COVID-19 Era. [Morning Consult.](#)

Tip #2 | Adjust The Message

Don't Fall into the "COVID-washing" Trap



Tip #2 | Adjust The Message

Today, marketing messages need to have
tone depth, not be tone deaf.



Tip #3 | Get Back to Basics

Shift from an external to an internal focus, planning to win when the economy reemerges

Get to Know Your Customers Better

How well do you know your customers' needs, attitudes and criteria for selecting to do business with you?

Who are the decision makers, influencers, potential blockers

Consider developing customer personas

Become More Strategic

How much of your marketing is reactive vs. proactive?

How many months or years have you planned out?

Consider building out your 1 / 2 / 3-5 year marketing vision

Consider building a content marketing plan & content calendar

Maintain & Build Your Network

Use thought leadership and helpful content to nurture current customers and attract new contacts

Consider discounts or samples to acquire new customers

Test google search ads to acquire new customers

Invest in process improvements to increase customer service

Tip #3 | Get Back to Basics

No to Low-Cost Marketing Tactics for Small Businesses



Tip #4 | Collaborate



Tip #5 | Innovate

How might you experiment to create new experiences?



CLUB VINO



intigo

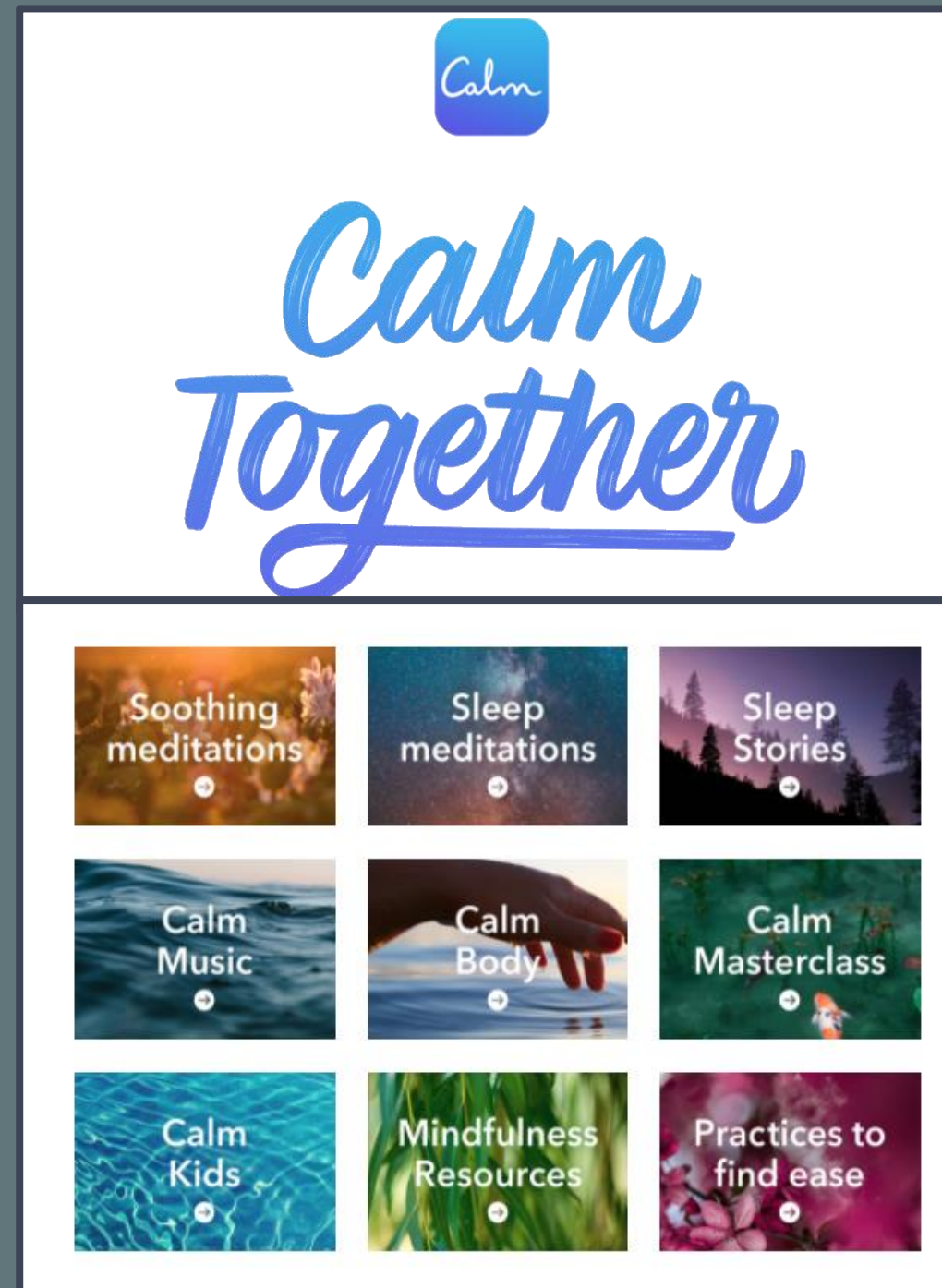

Panera[®] Grocery
From our pantry to yours.



SIGNATURE
BEER **BREW** MUSIC

Tip #6 | Create Headspace

“Stillness is where creativity and solutions to problems are found.” – Eckhart Tolle



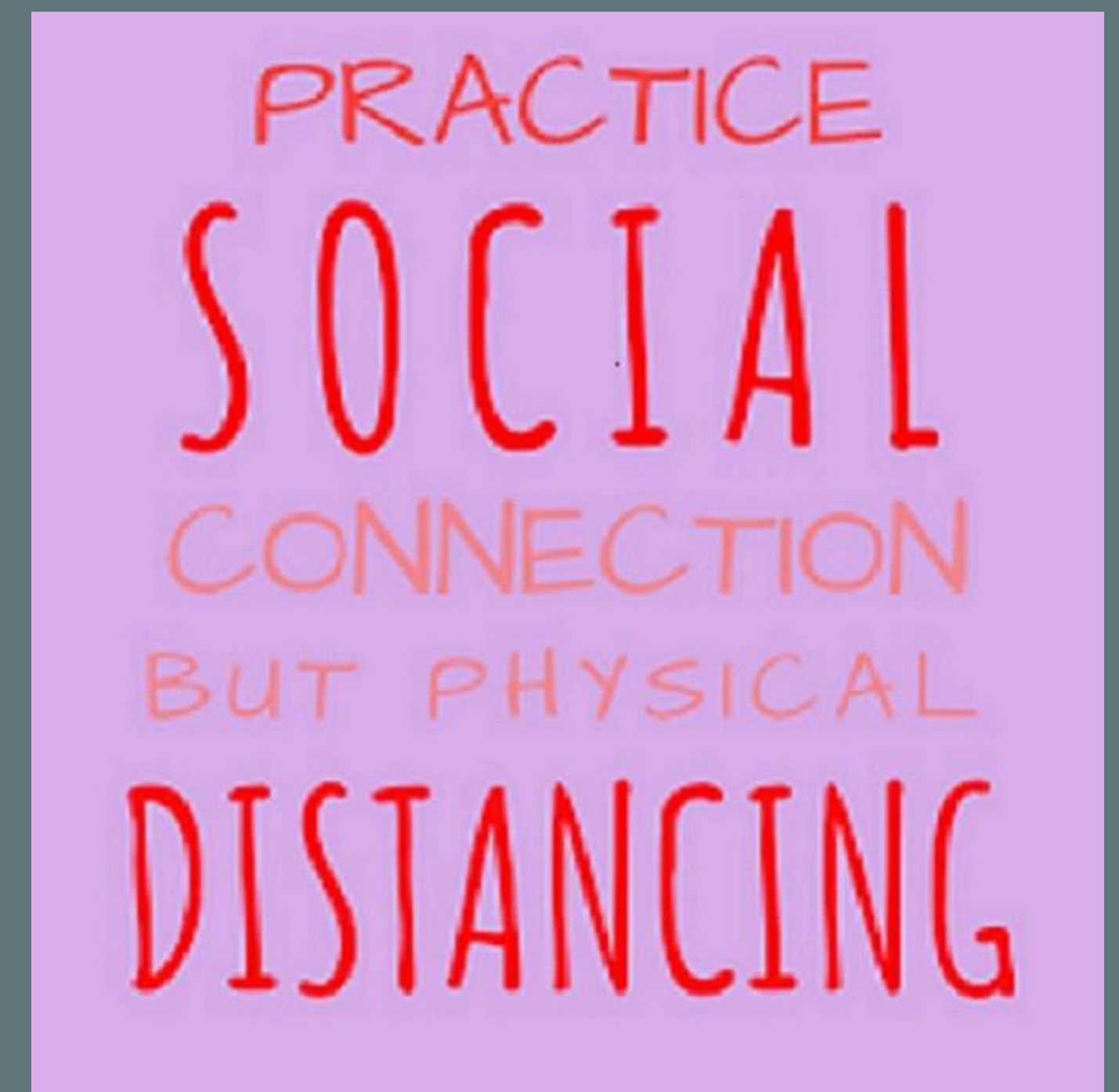

FREE!




FREE!




FREE!




FREE!

Thank You



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