

Winning at marketing in the Corona Crisis

A new approach to marketing and communications



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Presentation by Marcom – March 2020

Introduction

- **Overview**

- Roll-over or adapt and endure – what's a brand to do?
- Mark Baines (Chartered Marketer)
- Ben Powell (Digital Marketing Specialist)

- **Objectives**

- Outline how you can use this time to best effect for your brand.
- Set you up to enhance the brand, so you can win sales (later!).

- **Outcomes**

- An understanding of what you can do, positively.
- This webinar is the overview. We will delve deeper in forthcoming Webinars..



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The Marcom team dedicated time, attention and creativity to understanding our complex needs - and the results speak for themselves.

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Dr Adam Marshall, Director
General, The British Chambers of
Commerce.

Change in the marketplace

Sales have been temporarily suspended

- Now is a bad time to promote sales.
- Show solidarity instead – help and sympathy.
- Build your brand's reputation.



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'You shouldn't appear to be profiting off misery' says Prophet senior partner and Asia regional lead Jay Milliken. 'The only appropriate marketing that could be done is around public service (sharing factual information around infection prevention) or CSR (tangible support of those affected by the outbreak).'

Adapting to change

Remote working is now the norm

- Communications within teams is more fragmented than before.
- This means more time for online tasks.
- More time and impetus to review supplier base, seek alternatives etc.
- More likely that your present clients will need something slightly different from you, in future.
 - ie the reason they chose you as a supplier is no longer prime – other criteria now come into play.
- This is both a threat and an opportunity.

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Food for thought: Marketing teams can become preoccupied with productivity 'tools' - there is some evidence that productivity improves naturally in some areas thanks to aspects of remote working. Marketers shouldn't overlook the key tenets of purpose or let perfection become the enemy of the good.

Visibility online

Your website is your company's most important asset

- Its position on Google's results pages is the second most important asset.
- SEO is vital
- Three pillars to SEO:
 - Build quality
 - Content
 - Backlinks

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The Corona Crisis has changed everything – and its effects will continue to be felt long after it is over.

Digital performance

Build

- This must be good because it has to be quick and easy for google to get in and see if you have matching content to the search term Googled.
- So it must be better than your competitors.
- It must be kept fully up to date.
- It has to be fast and well maintained, otherwise Google won't be able to approve the site.

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Value added

Content

- Google needs to quickly and easily find good quality content that matches the search terms used.
- Google can judge the value of quality and relevance.
- Google will assess your importance against your competitors.

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*'If unsure, keep the messaging simple,' (Nick Cakebread, Managing Partner of Reuters Communications),
'show that your thoughts are with the people, rather than try and emphasise a lot of details (such as how
wonderful your brand is).'*

Optimisation

Backlinks

- This is an indication to Google of the quality of the content on your website.
- It is one of the main ways Google assesses your website's importance - against your competitors.
- It is effectively 'peer review'.

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As consumers continue to shun bricks-and-mortar stores for fear of infection, data from e-commerce analytics companies show a much higher willingness to order online, when comparing the same period year-on-year. The same is true of businesses.

What does this mean for you?

Checklist

- Build:
 - Review your website construction:
 - Platform, plugins, maintenance, hosting.
- Content:
 - Keep it up to date.
 - Ensure it's good quality, answering visitors' needs.
 - Keep it relevant: identify your key search terms and be sure to answer them. Build the required landing pages if necessary.
- Backlinks:
 - Publish articles and blogs on industry platforms.
 - Develop engagement within social media.

Top tips:

1 - Offer real value now for more sales later.

2 - Show that you're open for business.

3 - Invest in 10 x content ahead of the recovery.

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Q&A

Click on the Q&A button in Zoom and ask us a question

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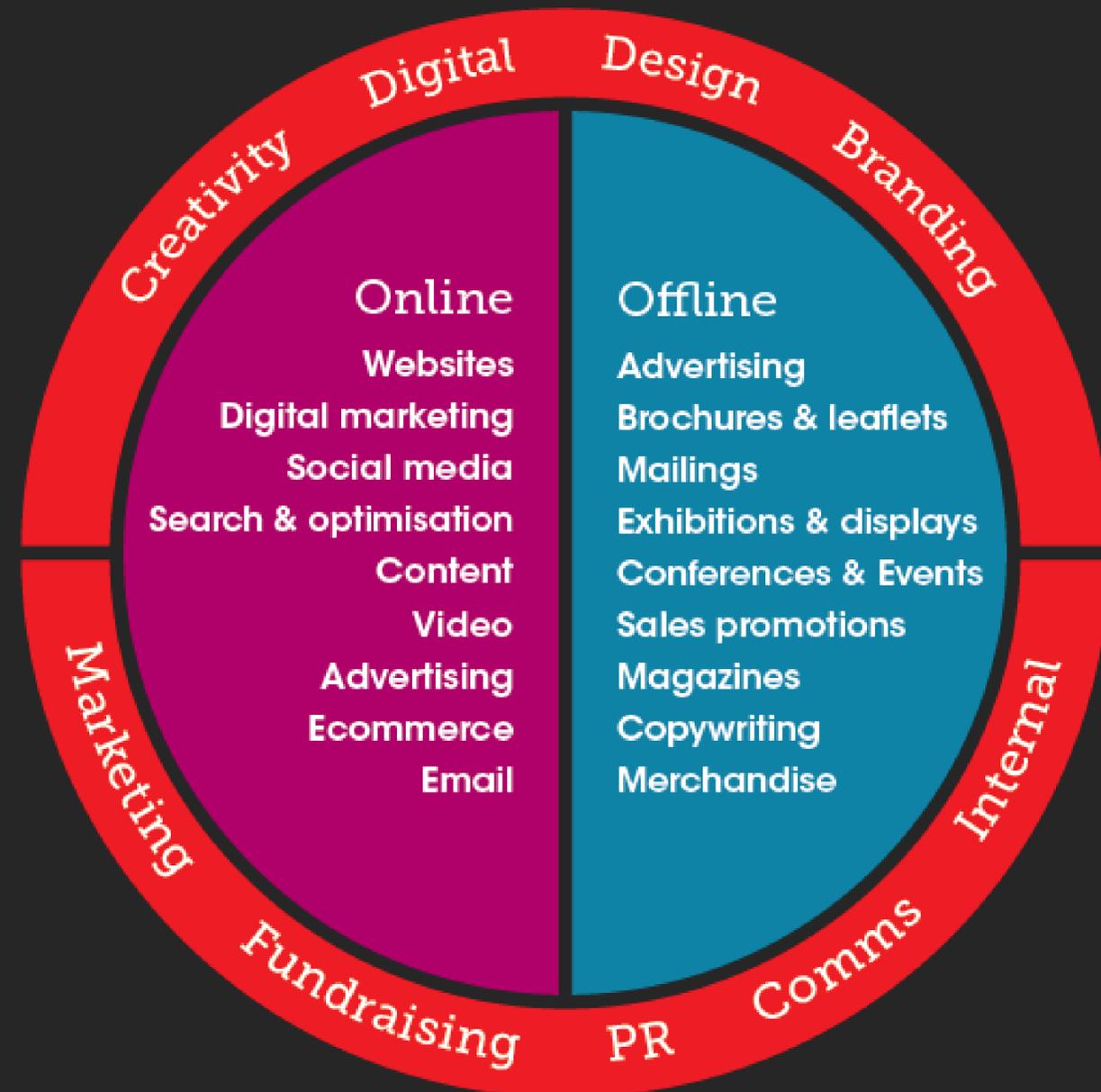
Next webinar

We'll be talking about how to optimise your backlinks through social media, industry platforms, groups etc.

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Marketing specialists



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Marcom's skills at marketing are superb, and their resources are comprehensive and completely professional.

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Bill Vasilieff
CEO, Novia Financial

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