

GTPA
GLOBAL TRADE PROFESSIONALS ALLIANCE

Maintaining a healthy business
in times of global crisis.

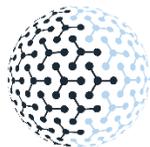


THE UNIVERSITY
of ADELAIDE

SLOWED BUSINESS, INCREASED MARKETING

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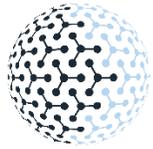
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危機

The Chinese word for crisis
shares a character with the
word for opportunity.

機會



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AGENDA



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- Welcome and Introduction
- Format for the forum
- Presentation: Slowed business, increased marketing
- Q & A
- Next steps

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NOW IS NOT THE TIME FOR SILENCE



- If ever there was a time to communicate with the world – this is it!
- See slowed business as an opportunity to spend more time communicating and building a future customer base. You need to do more now, not less!
- Whether it's doing what you've always done, or something different, the market must know if your business is going to survive this crisis
- Lay the groundwork now and you'll be ready to hit the ground running when the COVID-19 crisis has passed!

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NOW IS NOT THE TIME FOR “BUSINESS AS USUAL”



- Do an audit of your current marketing & decide what can and should be cancelled (or at the very least) paused, what needs to be prioritized, and what can be pivoted
- Re-think all your marketing messaging, language and visuals:
 - Avoid images of crowds and people touching
 - Don't use phrases like “work hand in hand”, “touching our customers”, etc

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HAVE A MARKETING STRATEGY

- Don't be reactionary. Understand what you want to achieve in this time of crisis, and have a well thought out plan. It's best to take a step back than to rush into an ill-conceived campaign
- Be adaptive. If circumstances change – pivot, if something isn't working – can it
- Use your crisis marketing strategy to inform your ongoing strategy. This time of crisis may show you a new side to your existing customer base, and help to identify a whole new one

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CONSIDER NEW MARKETING CHANNELS

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- Never used social media as a marketing channel? Now is the time to start!
- Become a digital marketing expert, or draw on the skills of someone who is. And remember, that “someone” doesn’t have to be an employee, it could be your partner or your teenage daughter/son
- Now is the time for thought leadership and content generation
- Focus on communication



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NOW IS THE TIME TO HELP



- Communicate your dedication to health and safety – your customers' and your staff's!
- Clearly communicate your benefits and your UVP in the face of this crisis
- If your offering has changed as a result of COVID-19 – tell your market
- Add value, don't be just a push marketer. Create helpful content, even if that content isn't directly related to your product/service. Stick to what you know, but not to what you're selling!
- Don't be a carpet-bagger: don't exploit people's needs or fears

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BE POSITIVE, BUT NOT IGNORANT OR PATRONISING

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- Remember what your brand stands for, and use that in a COVID-19 context
- Don't be afraid of showing emotion and vulnerability
- Think about the impact of your messaging – optimism is infectious, but so is negativity; don't promote sensationalism or panic
- Don't presume to know what every person is thinking or feeling, and don't pretend that you do
- Now is the time to let your people shine: let your staff share personal interests, impacts, etc as part of your campaigns, particularly on social media



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UNDERSTAND THE DATA



- Monitor your marketing activity across all channels
- Drill down into the data to understand what is and isn't working and adjust your strategy accordingly
- Re-think your targeting strategy: keep an eye on demographics and measures of intent (actual conversions, time on site, and pages viewed, etc, not just bounce rate) and make sure you're reaching the audience you actually WANT
- Make SEO your friend! Those informational posts, "how to" guides, etc will be ranking long after the COVID-19 crisis has passed

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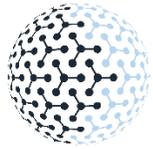
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FUTURE STRATEGIES



- Remember, the COVID-19 crisis will pass, but the world will most likely be a different place going forward. It is highly unlikely (and unwise) that you will return to past strategies to win and retain customers
- Be ready to make informed marketing decisions so that you can fully embrace business opportunities after COVID-19
- Now, as always: understand your customer – past, present and future!

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QUESTIONS?

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