

# MARKETING COMING OUT OF COVID

PORTLAND EXECUTIVES // DAVE DEMOTS // DHX ADVERTISING





COVID-19 MARKETING

# **BUSINESS IMPACTS**



Survey Question:

Overall effect ▾

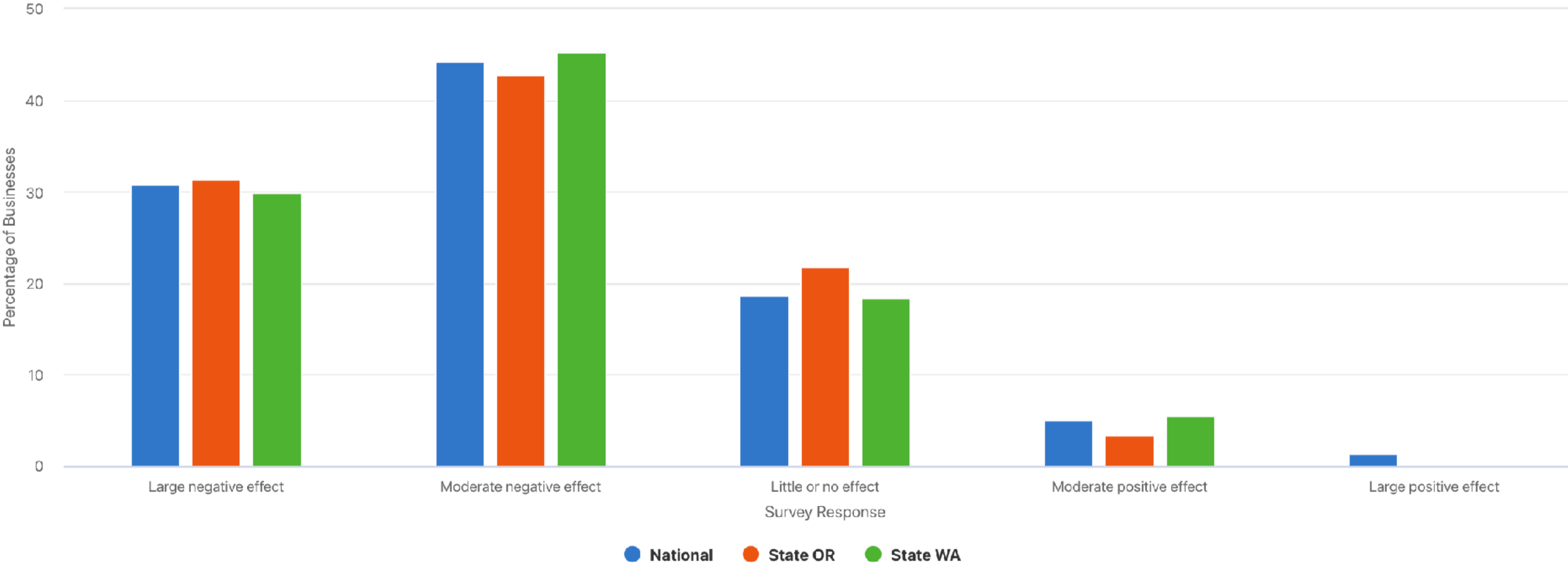
Compare:

State ▾

Oregon, Washington ▾

Overall, how has this business been affected by the Coronavirus pandemic?

Data Collected 12/28 to 01/03



- **Trade-shows**  
Cancelled or Virtual
- **Promotional Campaigns**  
Cancelled
- **Budgets**  
Cut or Eliminated
- **Plans**  
Discarded





## Business Seasonality





**For The First Time Ever We Are  
All In The Same Season.**

“Don’t let a crisis go to  
waste” season.



## 2020 College Grads Outlook

- February - Sky's the Limit
- March - Everything Stopped

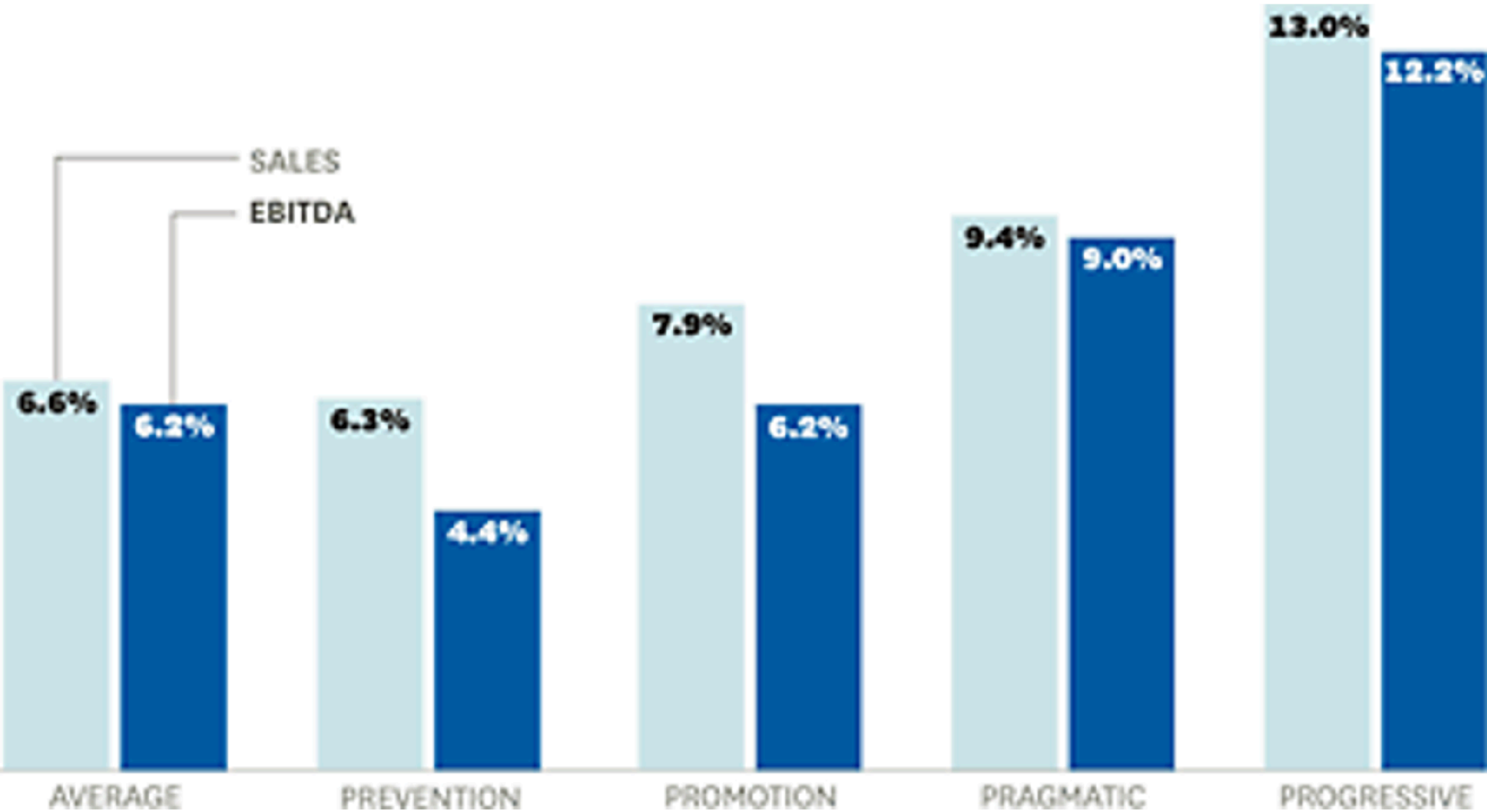
## Advice Going Forward

- Invest in Yourself - Build Personal Infrastructure
- Invest in Business Infrastructure
  - Key Message
  - Web Site
  - Evaluate Marketing Habits
  - Build Brand - Lead Generation





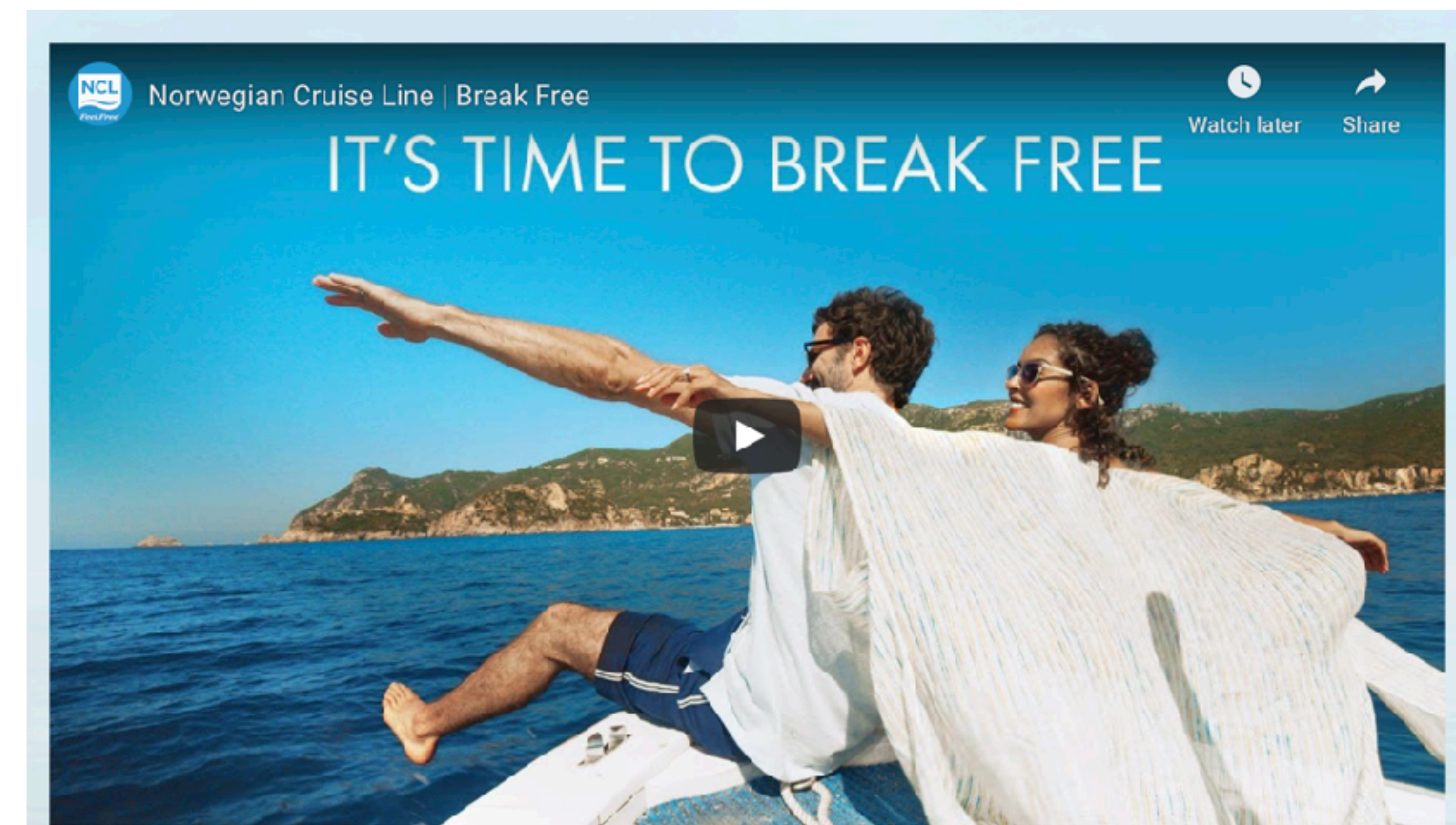
Postrecession Leaders in Sales and Profits Growth





## Big Picture Actions Now

- Remember the name of the game - survive, market share
  - Stay in touch with existing customers
  - Move everything you can online
  - Invest in communications where people are at - digital marketing
  - Keep the presses running - run exclusive promotions
  - Give your communications strategy an overhaul
  - Focus on few marketing elements and do them really, really well
  - COVID era selling is tangible - service and price = value
- 
- Lesson from 2008 - Prune, CGS, People, Marketing, Market Signals





COVID-19 MARKETING

**DON'T LET A CRISIS  
GO TO WASTE**



## Now Is The Time To Plan And Build Infrastructure

- May be different for each organization
  - Start over
  - Update and Refine
  - New Opportunities
- Start with Brand Promise
  - Not Mission / Vision Statement
- This is Not About You - It's About Your Customer
- Your marketing must be about what value you bring, not **what you do** or **what you think about yourself** - answer the **WHY** question





## Start With Why

- Simon Sinek - TED Talk
- People don't buy what you do they buy why you do it.





## Don't Let A Crisis Go To Waste

- Survive & Market Share
- Invest in Business
  - Key Message
  - Web Site - Build Your Digital Inf
  - Evaluate Habits
  - Build Brand
- Marketing Is Not About You -  
It's About Your Customer





THANK YOU