

Marketing Plan beyond COVID: 8 ways to help your business succeed

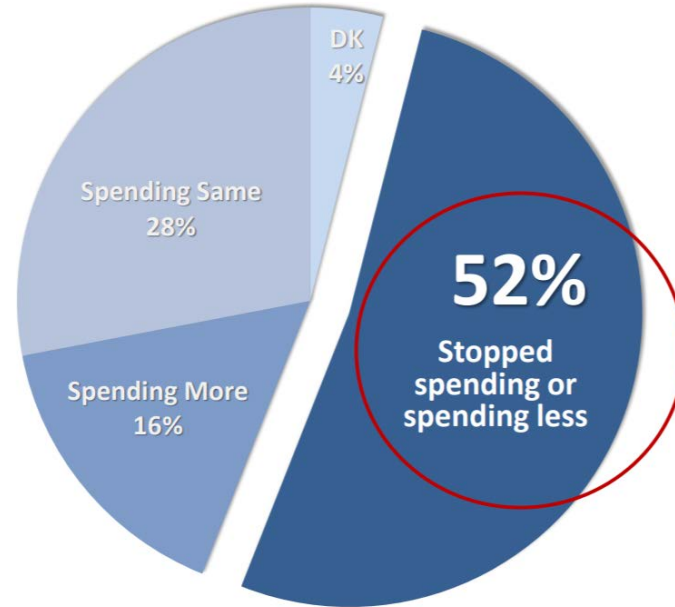
AUGUST, 2020





MARKETING PLAN BEYOND COVID

Why is Marketing IMPORTANT During COVID Important?



(Source: Borrell's Business Panel, mid-March 2020, and mid-April 2020).



MARKETING PLAN BEYOND COVID

What your business should focus on while **MARKETING** during & after the covid pandemic

- Reach non-customers via **MASS MEDIA**
- Reach out to **100%** of your customers
- Communicate your business **STATUS**
- Ask an external marketing **EXPERT**
- Be **CAREFUL** with creative and messaging
- Create **PROMOTIONAL CAMPAIGNS**
- Get **ONLINE**
- Look for help

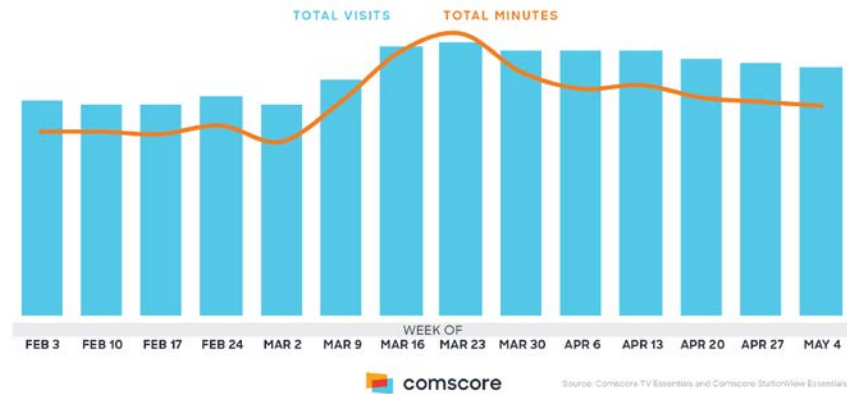


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Reach non-customers via MASS MEDIA

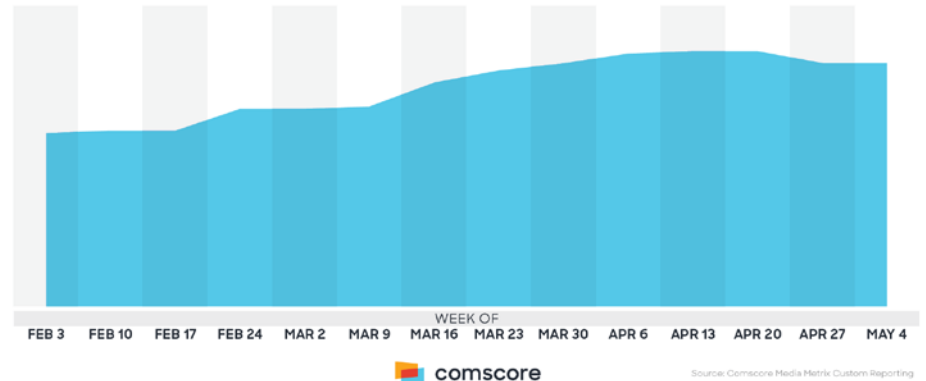
Engagement with News/Information Category

VISITS & MINUTES



Canadian Digital Media Consumption

TOTAL MINUTES



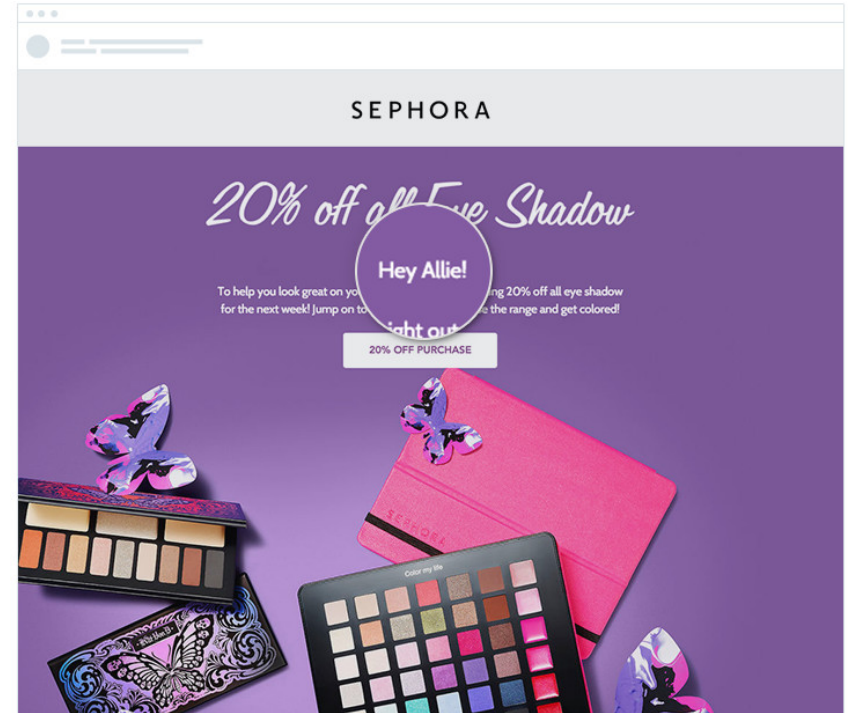
MARKETING PLAN BEYOND COVID

Reach out to 100% of your CUSTOMERS

Your message needs to be:

- Relevant
- Timely
- Personal

The more you can personalize the message, the greater the response rates you will generate.





MARKETING PLAN BEYOND COVID

Communicate your business STATUS

Communication during this time needs to be:

- Simple
- Clear
- Timely

Preferred content in advertising is “we’re open” (44%), “we’re compliant” (24%), and “we’ve got a deal” (8%).

(Source: Morning Consult, “Brand Management in the COVID-19 Era,” March 28-29, 2020; N=2,200 U.S. adults)

Changing hours or anything else needs to be communicated.

People want to know what you’re doing to keep employees and customers safe.



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Ask an external marketing **EXPERT**

External marketing experts can help with:

- Advice
- Promotion
- Ideas

Experts can provide advice on how to deliver messaging confidently and appropriately for the current situation. Bad messaging can be particularly detrimental in a time like this. Proper messaging is an investment, not an added cost.

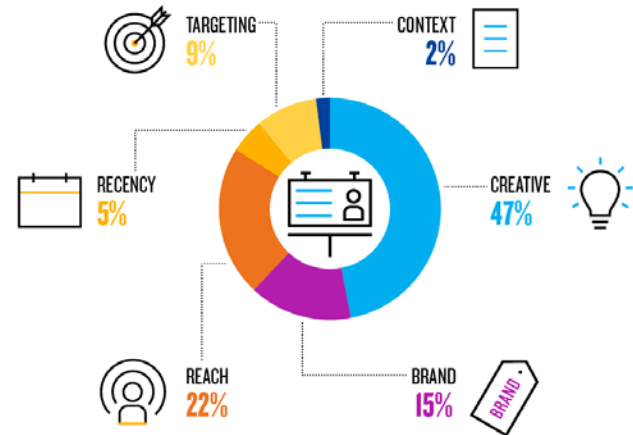
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Be careful with CREATIVE AND MESSAGING

- A recent Nielsen study showed that creativity is the number one factor in converting online advertising to sales, at 47%.
- Advertising layout, storytelling, and images used all matter. Weak creativity will likely mean weak sales.
- Ensuring proper context is essential.

PERCENT SALES CONTRIBUTION BY ADVERTISING ELEMENT

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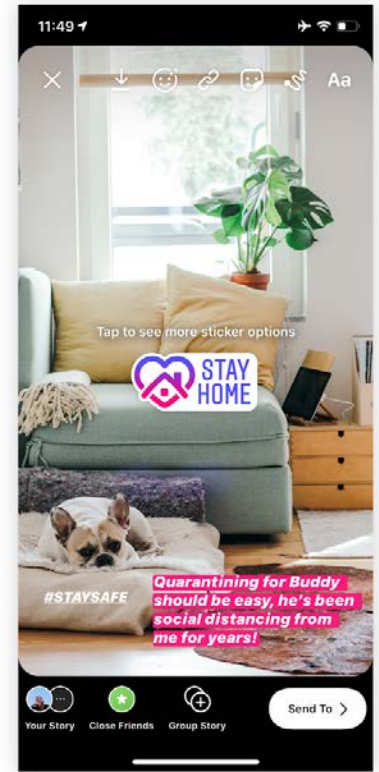
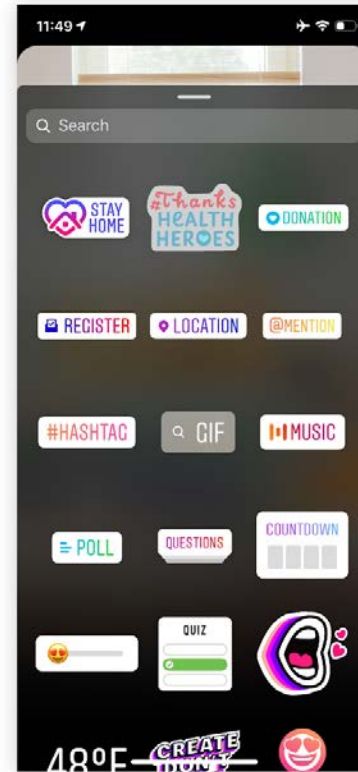
Nearly 500 campaigns across all media platforms
Source: Nielsen Catalina Solutions © 2017; Period 2016-Q1 2017

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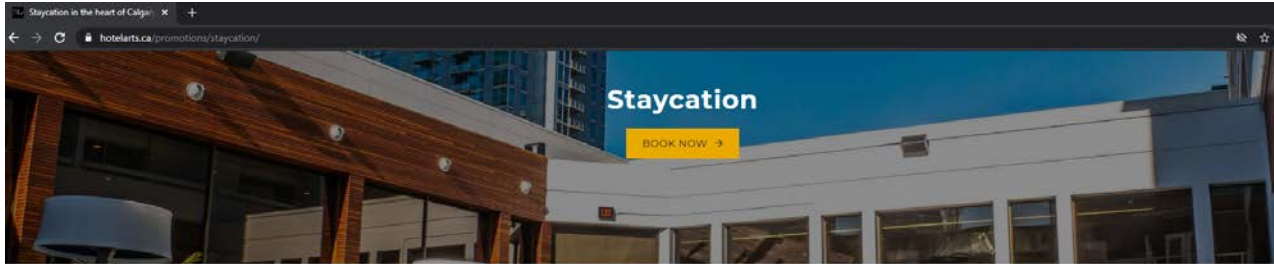
Be careful with CREATIVE AND MESSAGING

[Heineken – Back to Bars](#)



MARKETING PLAN BEYOND COVID


Create PROMOTIONAL CAMPAIGNS



Looking for a close to home escape? A Staycation is the perfect opportunity for you to explore Calgary while using Hotel Arts as your home base. Relax in our luxurious guestrooms, discover the most exciting side of the city, or dip & dine by our newly Poolside Patio. Downtown Calgary's favourite boutique hotel is the perfect home base for any type of Staycation. Travel stress not included.

Your Staycation Includes:

- Daily Breakfast Credit of \$60
- Complimentary Self-Parking
- Complimentary Late Checkout of 2PM
- Complimentary Evening Turn Down





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Create PROMOTIONAL CAMPAIGNS

Other promotional ideas include:

- A chance to win
- Subscription or membership
- Special “member’s” discount
- Refer a friend
- Loyalty programs
- Try it for free
- Treasure hunting/scratch-off tickets for discounts
- Sweepstakes
- BOGO
- Clearance sale



MARKETING PLAN BEYOND COVID

Get ONLINE

COVID-19 Online Shopping Impacts (Canada)

Which of the following best describes your online purchase / click-and-collect purchase?

% of shoppers who made an online or click-and-collect purchase since the beginning of March



*Numerator Canada Survey 3/24/2020 - Shoppers with confirmed purchases week prior
Limited to respondents who indicated an online and/or Click-and-Collect purchase since the beginning of March



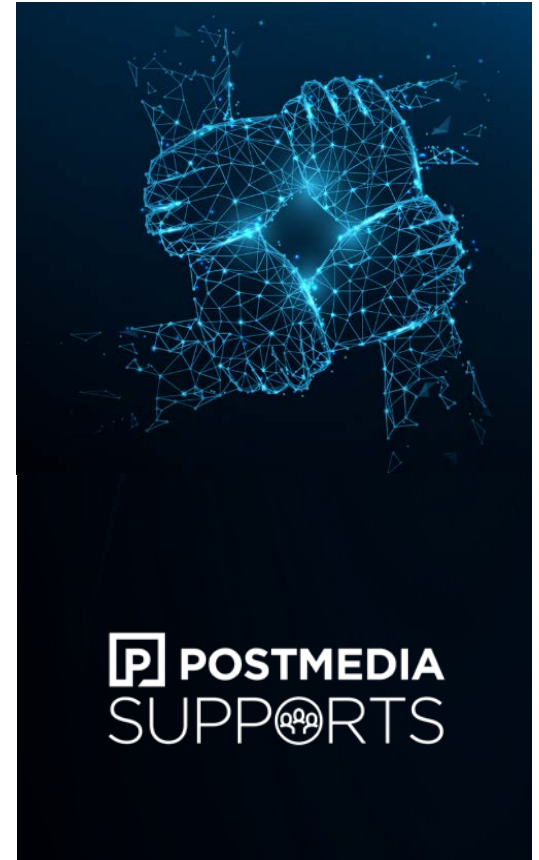
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Look for HELP

Throughout the crisis, the Government of Canada offered businesses many subsidy programs to help ease the pain of lost revenue. As Canada reopens, there are also opportunities for business to leverage marketing grants through certain local media.

Postmedia, a Canadian media company with more than 125 brands, is offering a Local Marketing Grant Program as a way to strengthen communities and help boost economic growth.

www.postmediasolutions.com/grant



LET'S TALK!



MARKETING PLAN BEYOND COVID

THANK YOU!

- Apply for a marketing grant at POSTMEDIASOLUTIONS.COM/GRANT
- Subscribe to our NEWSLETTER
- Request a FREE DIGITAL AUDIT

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