

Covid-19: Business Survival Guides

4: *Marketing during the Coronavirus crisis*

europartnership
consulting



www.europartnership.com

V1: April 2020

Set the scene:



- 4 weeks into lockdown:
 - 7% of businesses have reported an increase in revenue
 - 45% of businesses report around the pre-crisis revenue
 - 39% of businesses have reduced revenue
 - 9% of businesses have declared an unrecoverable loss of revenue – and will close
- All those reporting growth have all made at least some changes in order to respond to the new trading environment;
- “Wait and see” is not an option for survival – cashflow will run out long before the situation improves for any of us;
- The first step is to acknowledge the need to change
- Then plan and implement your response...and track and respond again, and again, and SPIN again...(*)
- And – just like always - successful marketing begins with a great message

* ***SPINS – Situation, Problem, Impact, Need, Solution – coming in future guide***

1. Effective communication is key in a crisis:



1. Show empathy with the customers' issues;
2. Demonstrate compassion and understanding;
3. Check your message for cultural nuances – but humour works well for the right target group;
4. Make sure your value proposition shines through;
5. Make sure your message is “sticky”;
6. Be true to your brand identity;

2. Use a personal voice:



1. Focus on your brand's unique value;
2. Structure your message – but through your personal voice;
3. Add value to the customer through your proposition;
4. Build and maintain a community around your message;
5. No B.S. – customers will cut straight through it – they are being inundated with B.S. right now!

3. One message at a time:



1. Give the customer a reason to use your products and services at this critical time;
2. Reinforce via the message assurance that they are right in choosing to business with you;
3. Give them a reason to believe that they are building a relationship that will continue to support them through and beyond the crisis
4. Break message into a series of communications – and time your messages appropriate to the service – every few days, weekly, longer. Become known as being supportive without being a nuisance (*)

(*) Focus area in a Europartnership future guide

4. Call to action:



1. The goal of marketing is to motivate a potential customer into doing business with you;
2. Be clear with yourself as to what action you want from your customer to make them more productive and effective -
 - i. Behaviour change,
 - ii. Engagement,
 - iii. Purchase
3. Build TRUST and CONFIDENCE by being –
 - i. Memorable - resonating and ringing true,
 - ii. Delivering a powerful personal message,
 - iii. Reinforcement of your partnership credentials
4. Inextricably linked to YOUR brand (so it can never attributed to a competitor)

5. Call to arms:



1. Encourage action by making it patently clear what you want your reader to do;
2. Try couching it terms of your story, share your emotions, aim to share a compelling message about why your product or service will change their lives for the better;
3. Add that spark that makes it CAPTIVATING...
4. ...and different from others competing for their business

“It’s not about who is winning the war of brands during this crisis...it’s about who is best at expressing their message” – Marie Grieve – Marketing Guru