

MARKETING “FORWARD” DURING COVID-19



TACTIC 2: A SOLUTION-FIRST FOCUS

At the core of your business, you are solving a problem or fulfilling a need...or both. Prior to this pandemic, your greatest competition was, well, your competition. Now, your competitors include available economic resources and shifted priorities.

Now is the time to remind your customers and clients that you offer a solution that matches their needs and wants in the current climate. How can you help them right now? Not five weeks ago, but today and tomorrow. Be the business they'll remember when the shelter-in-place order has been lifted.

Tangible & Intrinsic Needs:

Whether you offer a tangible product that is needed at home or your service fills an intrinsic need, including connecting with loved ones, you must figure out how your solutions truly align with what customers are looking for right now. The further away your brand is from "necessity" the more difficult this may be, but nevertheless, the best course of action is to dig deep and pinpoint this connection—and start from there.

Your Client Partner is available to brainstorm ideas that you can use in content for blogs, emails, and your website itself.

Ad Messaging:

Ads are designed to grab attention and inspire action in whatever way possible, and while there has been a trend of catchy, over-the-top, or even shocking messaging in recent years, this may not be the best time for it. Remember, people want to feel connected, comforted, protected, and in control right now. We predict that incorporating these ideas into your messaging during this time may be more effective than shock value. After all, many of us have been shocked enough for the time being, right?

NP is currently working on new creative to meet the changing needs of your customers. Please feel free to reach out with any suggestions.

Adding Value While Sheltering at Home:

It is important to remember that people are looking for ways to make staying at home more fulfilling and enjoyable. This can range from learning new skills to cooking to working out. Be sure to focus your solution on how it adds satisfaction or joy to their new lives sheltering at home.

NP recommends communicating these ideas with your clients. This should be incorporated into your website, blog, social feeds, and ads—and we are here to help you.

Pairing a Want with a Need:

If you are on the outskirts of what might be deemed a need (for some), consider getting creative and offering a “need” along with a “want.” Here’s a perfect example: Pizza is not a need, but it is a want for many. So, with that in mind, a pizza restaurant in Chicago found success by offering a free roll of toilet paper with every takeout order. This simple idea has kept them afloat while bringing humor and levity to the current situation.

Pivoting your marketing is key for many companies right now. Our team is available to brainstorm ideas with you to help you change the way you position your products and services.

Have You Become a Necessity?

Right now is the time to reconsider if your product (that was once a want) is now a need. Home workout equipment is a perfect example. Once considered “nice to have,” with the recent closure of gyms, these products have now shifted closer to the “need” end of the spectrum. So, even if you are marginally closer to being a need, you can take advantage of this...in a good way.

Your Client Partner will share search trends with you to help identify products and services that have the greatest potential for attracting and retaining your customers at this time.

While all of this is good marketing (and branding) advice in general, connecting with the needs of your customers is more important now than ever before. Honesty matters more. Acknowledging our new normal matters. Being sympathetic to the situation is key.

You already know the intrinsic value that you and your product or service brings to people’s lives. Now is the time to shine a light on that value like never before.



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