



# Marketing in a Pandemic – Communicating what you Sell

Dina Holland  
Business Owner



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# Housekeeping Details



**Pop your name in the chat box to introduce yourself please**

**10.00 – 10.50 am. Break for 10 mins**

**11.00 - 11.45 am - 11.45 - Q & A's (However, ask as we go)**



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# Today's Meeting



☐ There are no stupid questions!

☐ If you are not sure – just ask

☐ If you don't know – you don't know

☐ We are all here to help each other



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## 1 – 2 - 1 Consultations

In person or Virtual Meetings/Live Streaming

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## Workshop Delivery

In person or Virtual Meetings/Live Streaming

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## Customer/Audiences/Visitor & People Focused Skills are our expertise

- **Customer Services & Customer Care - [Customers/Audience/Visitors]**
- **Communication Skills**
- **Growing your Sales & Marketing**
- **Digital Marketing**
- **Leadership & Management**
- **Employing Staff**
- **Well-Being & Personal Development**
- **Teamwork**
- **Being your Own Boss**
- **Retailing**



# Marketing in a Pandemic – Communicating what you Sell

## Agenda



**peak**insight

business insight, training and support

- How can you show you are COVID-19 safe?
- Empathic Marketing – The Do's and Don'ts/Changing behaviour
- The importance of having a clear plan –What are your objectives?
- How to tell your Brand Story effectively to engage, with empathy, at this time?
- The importance of Content Marketing and First Impressions
- Explain the Curse of too much knowledge
- Understand how to communicate your Features, Benefits and Incentives
- Communicate what you really sell
- Q and A



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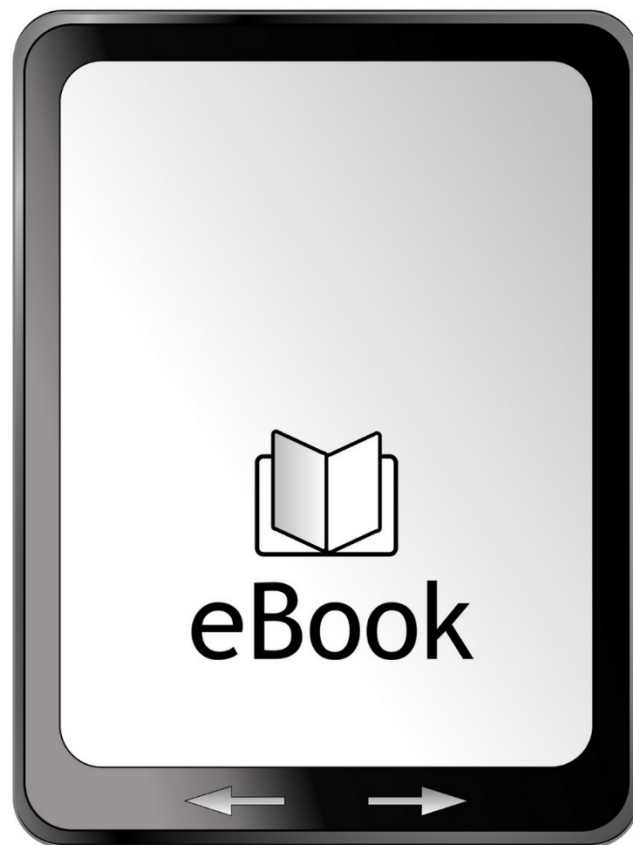
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# In addition to the today's meeting

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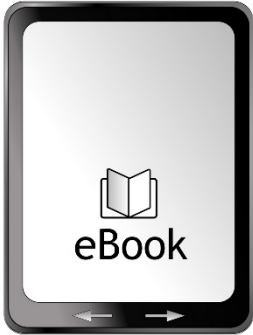
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	<b>Strengths</b> What do you do well? What unique resources can you draw on? What do others see as your strengths?	<b>Weaknesses</b> What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?	
	<h1 style="color: green;">S.W.O.T Analysis</h1>		
	<b>Opportunities</b> What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	<b>Threats</b> What threats could harm you? What is your competition doing? What threats do your weaknesses expose to you?	
			



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# Simple Action Plans



Action Plan				
Date				
Item	What	How	by Whom	By When



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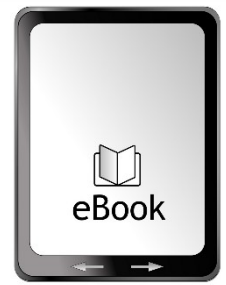


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# S.M.A.R.T. Simple Action Plans



<b>S</b>	<b>M</b>	<b>A</b>	<b>R</b>	<b>T</b>
<b><u>Specific</u></b>	<b><u>Measurable</u></b>	<b><u>Achievable</u></b>	<b><u>Relevant</u></b>	<b><u>Time-bound</u></b>
<ul style="list-style-type: none"><li>- State what you'll do</li><li>- Use action words</li></ul>	<ul style="list-style-type: none"><li>- Provide a way to evaluate</li><li>- Use metrics or data targets</li></ul>	<ul style="list-style-type: none"><li>- Within your scope</li><li>- Possible to accomplish, attainable</li></ul>	<ul style="list-style-type: none"><li>- Makes sense within your job function</li><li>- Improves the business in some way</li></ul>	<ul style="list-style-type: none"><li>- State when you'll get it done</li><li>- Be specific on date or timeframe</li></ul>



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# Empathic Marketing



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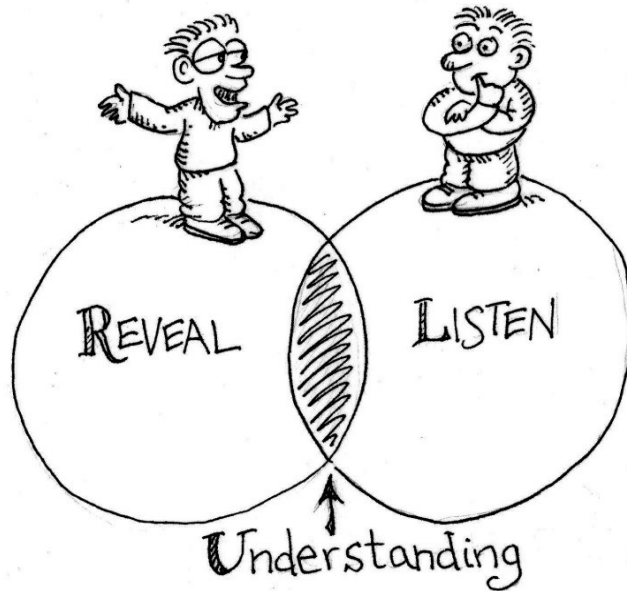


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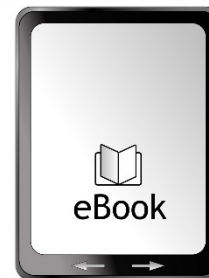
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# Empathic Marketing



Develop Digital  
Conversations,  
not Campaigns

The best  
marketing and  
selling feels like  
helping  
(because it is)



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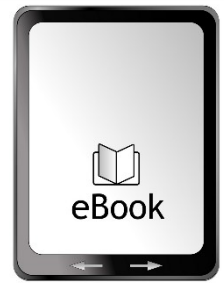
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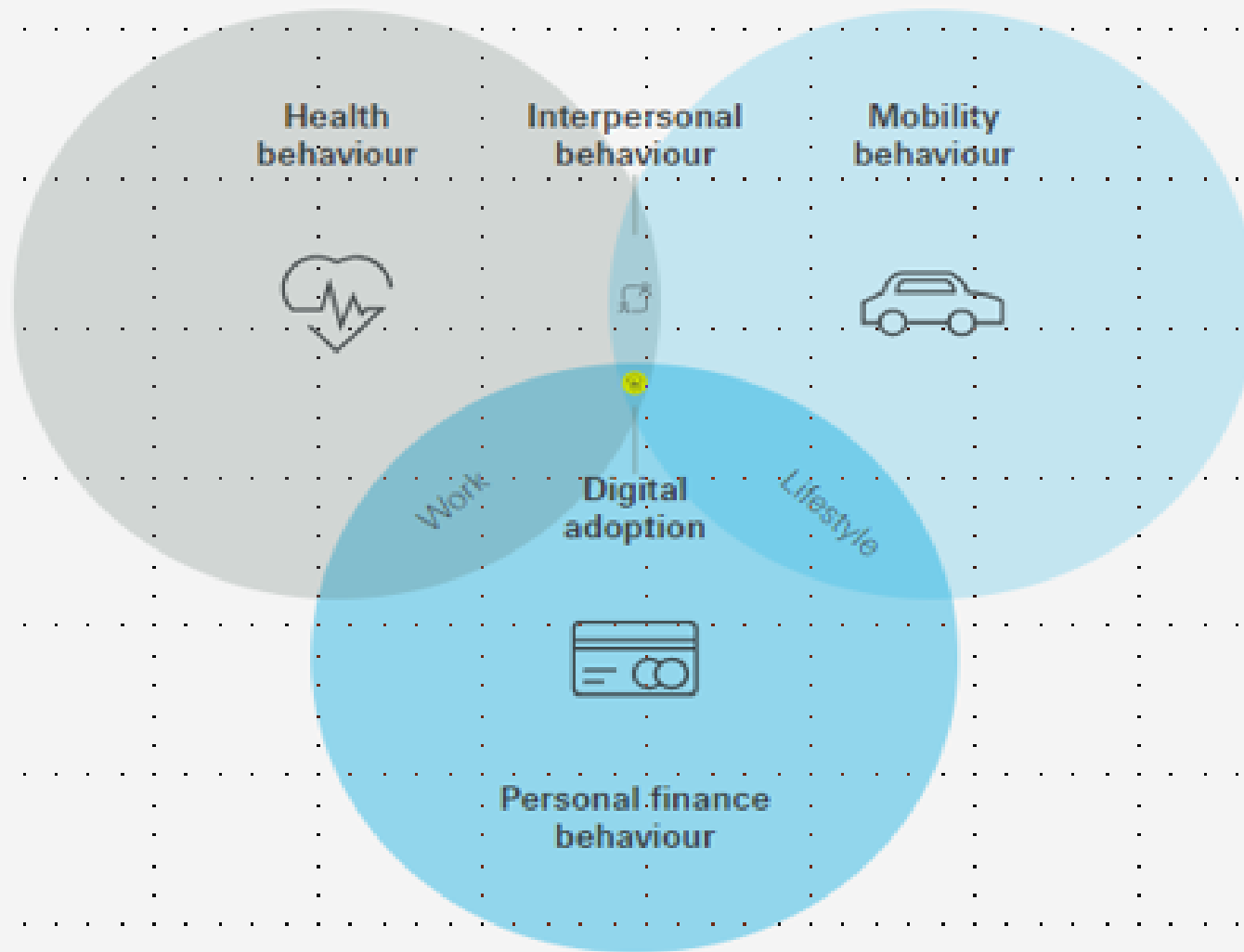
# Empathic Marketing

## Don't . . .



- Use content that could be inappropriate right now - Reframe language that describes close interaction i.e.. Get in Touch, work hand in hand, get closer to our customers etc.
- Use visuals of crowds or people touching
- Use images of social gatherings
- Be an alarmist or use overly dramatic language
- Miss out any important Government Updates on business policies – events are changing daily
- Dismiss opportunities – where you could change what services or products you can offer and deliver

# COVID-19 Changes in Consumer behaviour



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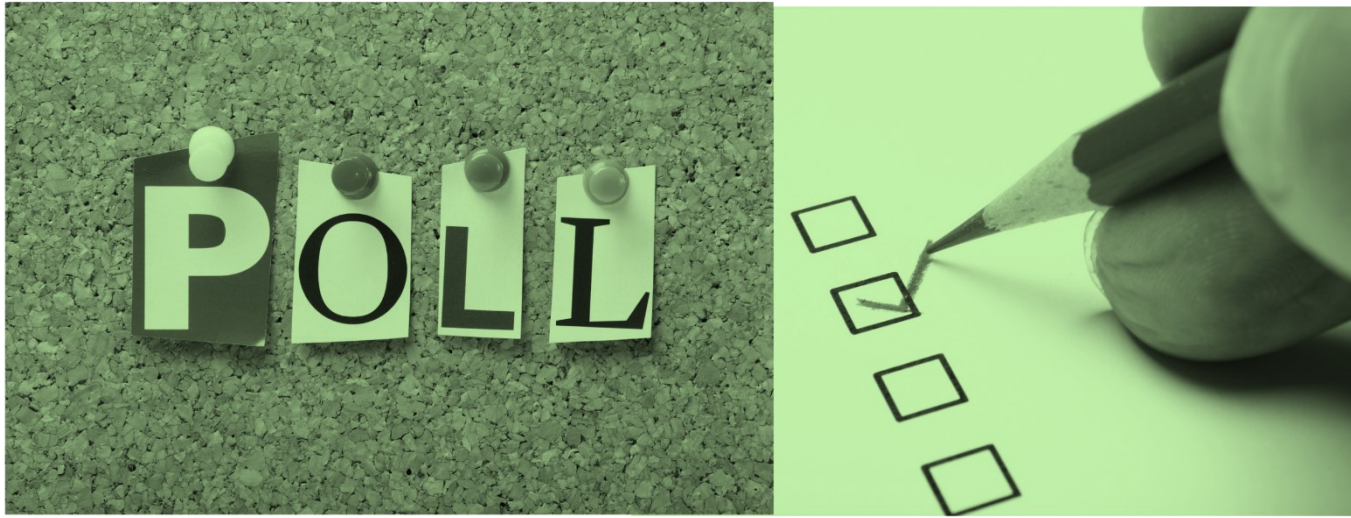


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# “Customer” Focused Businesses: Adapting to COVID-19

- 1. Increased digital adoption:** People shifting to digital platforms for day-to-day needs.
- 2. Change in mobility patterns:** Less use of public transport, more remote working etc.
- 3. Change in purchasing behaviour:** Move to value-based purchasing and online shopping.
- 4. Increased awareness of health:** Wearing masks, increased hygiene, healthy eating etc.
- 5. Changes in interpersonal behaviour:** increased divorce, increased pet adoption etc.





**Are you COVID-19 Compliant and ready to serve and care for your customers with empathy?**

- 1. Yes**
- 2. Nearly**
- 3. No**



## A hand-drawn lightbulb where the filament is composed of various business-related terms like 'BRAND', 'IDEA', 'ACTION', 'FINANCE', 'FUTURE', and 'PLAN'. A hand holds a black pen, pointing at the bottom of the lightbulb.

# Your Brand

A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

A logo, packaging, fonts, colours and personality all represent a brand, along with customer service, price, product quality, and corporate responsibility, but a brand is a bit more intangible.

It's emotional, visual, historical, and human.

However, you need to start with the end in mind.....



# Your Vision, Mission and Values

- Tools to help your business its goals
- Framework for Strategy
- Gives Focus
- Helps with Decision Making





# Your Vision

A **Vision** statement describes the ideal future state of the organisation. It articulates what the business is trying to accomplish.

## Vision Statement Example



## Facebook's vision statement

“People will use Facebook as the No 1 method to stay connected with friends and family, to discover what’s going on in the world, and to share and express what matters to them.”

**Why it works:** Facebook’s vision talks about why community matters, interweaving how they will “bring the world closer together” from the mission.



# Your Mission

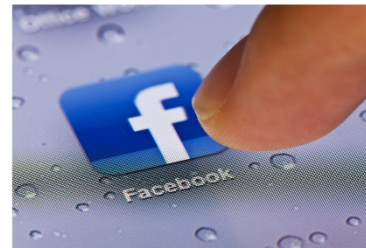
A **Mission** statement describes why the business exists and why it does what it does.

## Mission Statement Example

### Facebook's mission statement

Mission: To give people the power to build community and bring the world closer together.

**Why it works:** Facebook's mission is focused on the community their platform promises.



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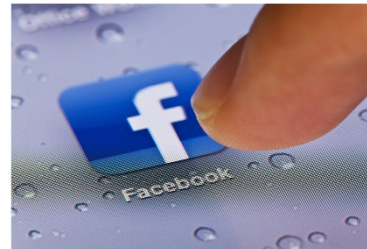


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# Values

A Values statement describes and lists the fundamental values and principles that the business operates by.

## Values Statement Example



Facebook operates by the following guiding principles:

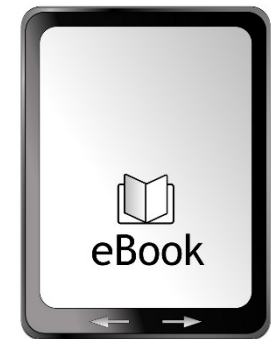
**Value #1: Be bold**

**Value #2: Focus on impact**

**Value #3: Move fast**

**Value #4: Be open**

**Value #5: Build social value**

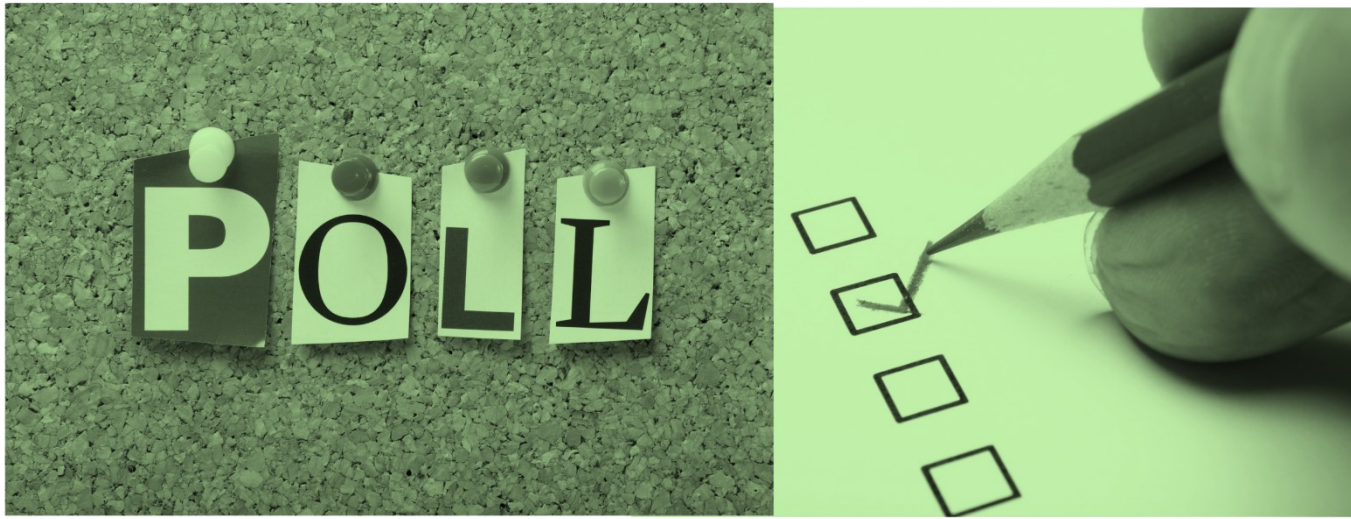




# Values

- Idealism
- Courage
- Unselfishness
- Self-Discipline
- Self-Respect
- Integrity
- Boldness
- Honesty
- Fairness
- Trustworthiness
- Accountability
- Learning
- Result oriented
- Constant Improvement
- Leadership
- Hard work
- Diversity
- Employee Development
- Innovation
- Quality
- Teamwork
- Simplicity
- Collaboration and Partnership
- Ownership
- Result oriented
- Customer Experience
- Passion
- Balance
- Fun
- Discipline
- Humility





**Do you have clear business/organisational Vision, Mission and Values in place?**

- 1. Yes**
- 2. Nearly**
- 3. No**

# Content Marketing by Getty Images

gettyimages®



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# Content Marketing

Company updates

Quotes

Quick tips

Inspiring stories/statistics

Behind the scenes

Feature a customer

News story

Feature a customer review

Ask questions

Before and after

Answer a frequently asked questions



How to videos

Share something funny

Share someone else's post



# Breakout Rooms

Laura will place you in a room with 2 or 3 other attendees

Please discuss the following topic . .

## QUESTION

*What type of content and images or videos do you post on social media?*

One person to feed back to the main group a summary please



Don't press Leave when you are in the rooms



# First Impressions



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Branding is as much about setting expectations as anything else...

Because, rightly or wrongly, first impressions count.



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# First Impressions

The 3-5 Second rule

*Make a Good  
First  
Impression*



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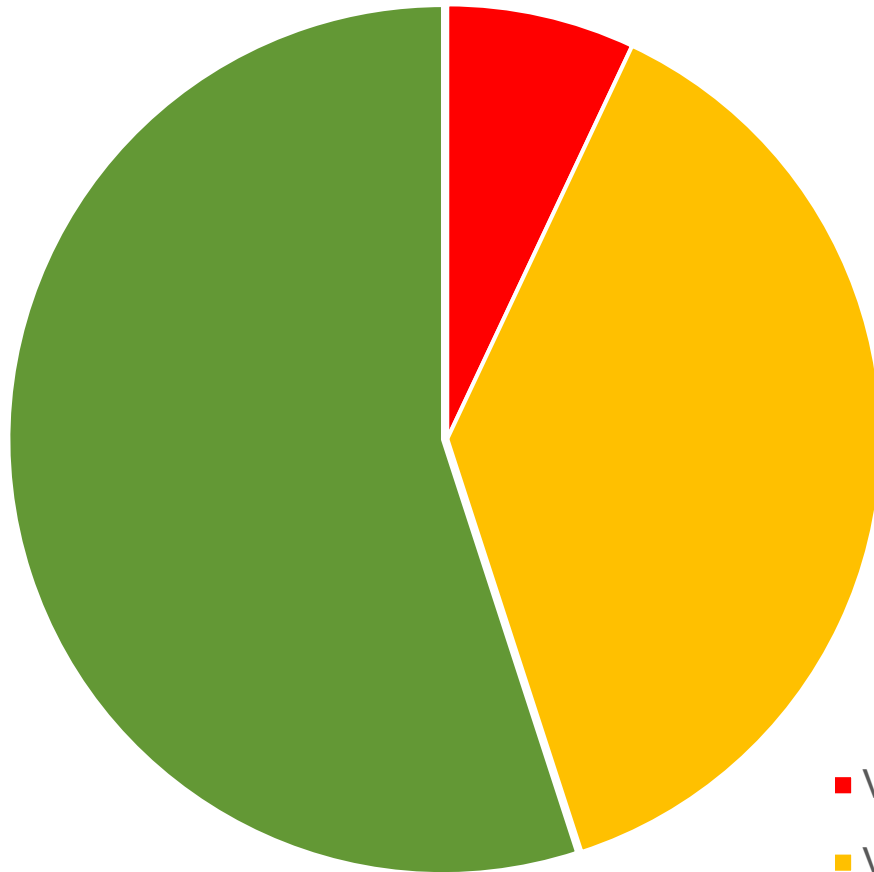


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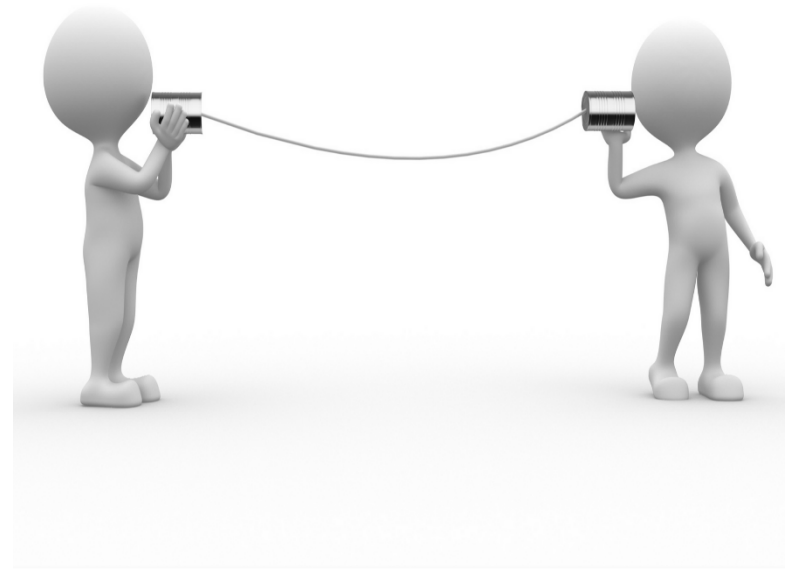


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# How we communicate



- Verbal
- Vocal
- Non-verbal



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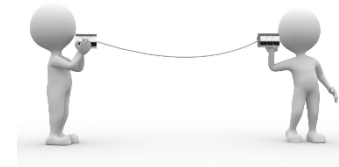
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# How we communicate



## Verbal – What you say (7%)

- Choice of words
- Sentence construction
- Vocabulary
- Slang
- Jargon
- Acronyms



## Vocal – How you say it (38%)

- Pronunciation
- Intonation
- Accent
- Pitch & Tone
- Volume
- Speed
- Emphasis



## Non-Verbal – How you present yourself (55%)

- Facial expression
- Eye contact
- Gestures
- Body language
- Posture
- Personal space
- Grooming



# How we communicate

**Online** we achieve this in different ways...



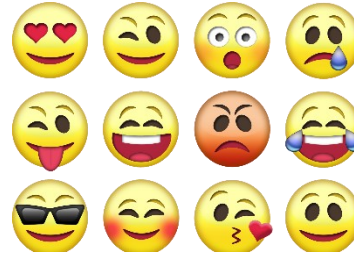
Verbal

Words used



Vocal

Emojis



Non Verbal

Videos



# Communicating in the digital age!



A short video by Erik Qualman

An American Digital Media expert . . .

MARKETING  
PEAK DISTRICT  
& DERBYSHIRE



**European Union**  
European Regional  
Development Fund



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# What do your Target Customers want?



# Your customers online are saying ...

## “Tell me quickly . . .”

## Therefore you need to pass a test....!



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# Do you pass the Grunt Test?

What on Earth is that?



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# Do you pass the Grunt Test?

- What is it that you offer?
- How will it make my life better?
- What do I need to do to buy it?



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# Breakout Rooms

If you can access a website or social media profile page separately to this Zoom meeting on a smart phone. . .

***ACTIVITY: Look at each others websites/or social media and ask the following questions . . .***

- What is it that you offer?
- How will it make my life better?
- What do I need to do to buy it?



Don't press Leave when you are in the rooms



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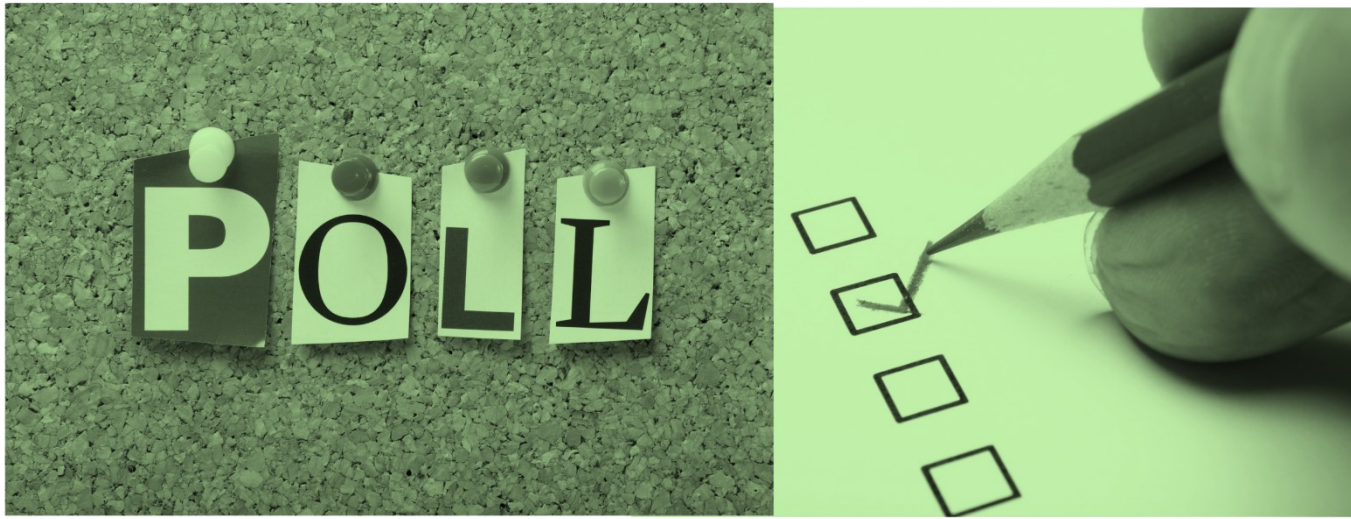
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# The 7 P's of Marketing

The perfect combination for your Target Customer





**Have you heard of the 7 Ps of The Marketing Mix?**

- 1. Yes – Fully confident**
- 2. Yes – need more refreshing**
- 3. No**



# 7 P: Product

(Which refers to a products and/or services)



- **Need or Want?**
- **Find out first!**
- **Then develop...**

... the right product or service to meet those target customer needs and wants!

# The Curse of too much knowledge about your products or/and services!



# The Curse of too much knowledge!

## Quote:

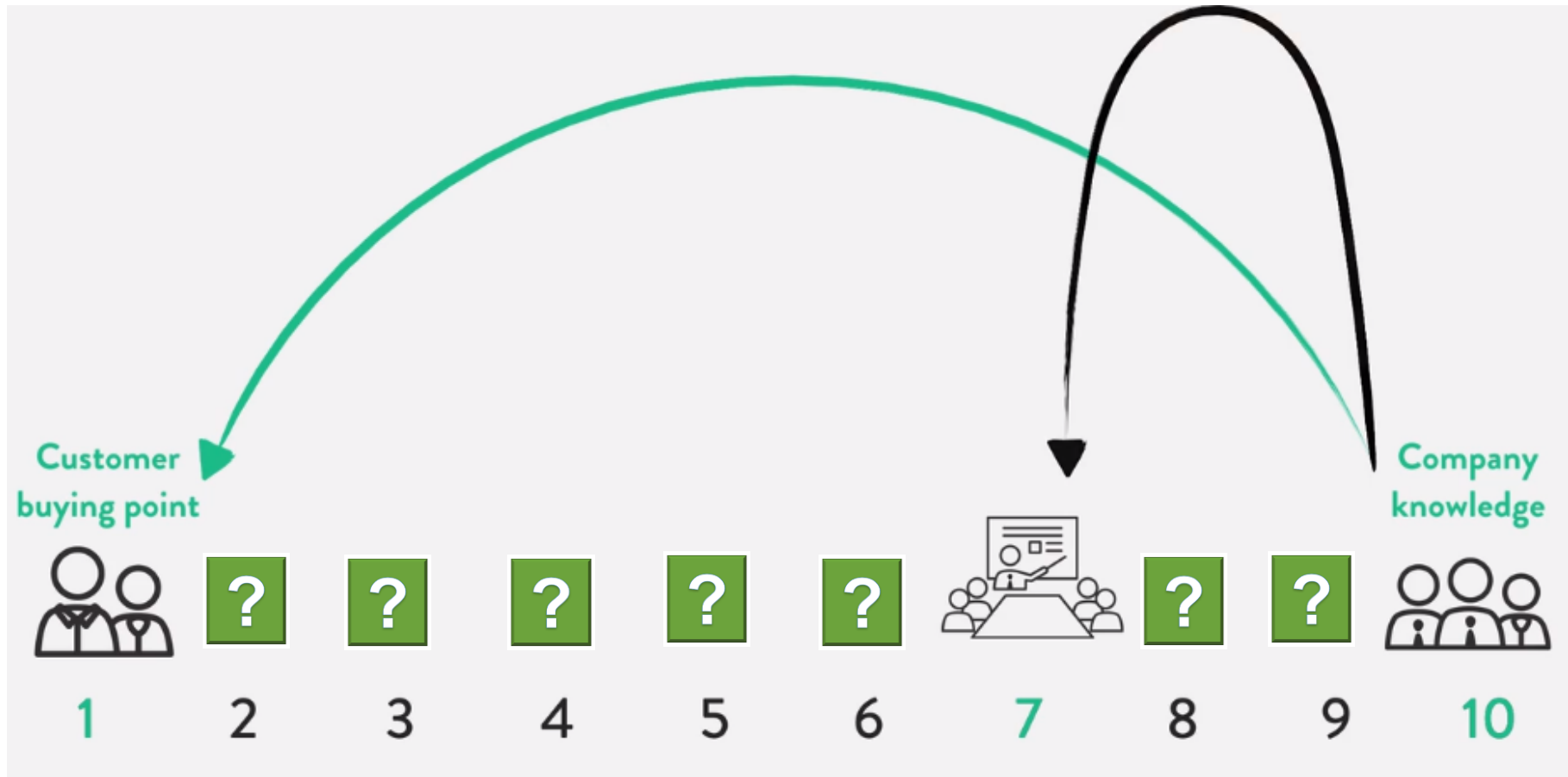
*“When we focus on the same customer, visitor or audience for an extended period of time, we need to consciously remember that like all things in life, our customers change.*

*Their habits, goals, and challenges develop over time and therefore, our understanding of them and the solutions we build for them need to evolve as well.”*



**Lauren Kearney, Lead Product Manager, at Unity Technologies**

# The Curse of too much knowledge!



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# What do you sell/offer!

Free Museums

£ Entrance tickets

Guided Tours/Walks

Self-Guided experiences

Gardens/Parks

Nature experiences

Restaurants for Food and Beverages

Cafes for Food and Beverages

Re-enactments

Live stage performances

Cinema Theatres

Cinema Theatres

Educational & learning experiences

Tourism Information Centres

Government services

Souvenirs Outlets Shops

Tour Operators

Meeting Room Facilities

Celebration events i.e., BDay  
party/Weddings

Accommodation

Transportation i.e., tours/buses/boats

External Retail Outlets

External Services Outlets

Other?????





# Tell the Customer what you sell/offer!



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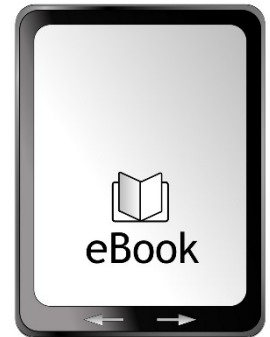


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# The difference between features vs benefits

1. **Features** are facts about products or services; they add credibility and substance to your sales pitch
2. **Benefits** give customers a reason to buy because they explain how your product or service improves their lives
3. **Incentives** are an element to persuade them to buy now!
4. To **translate features into benefits**, answer the question

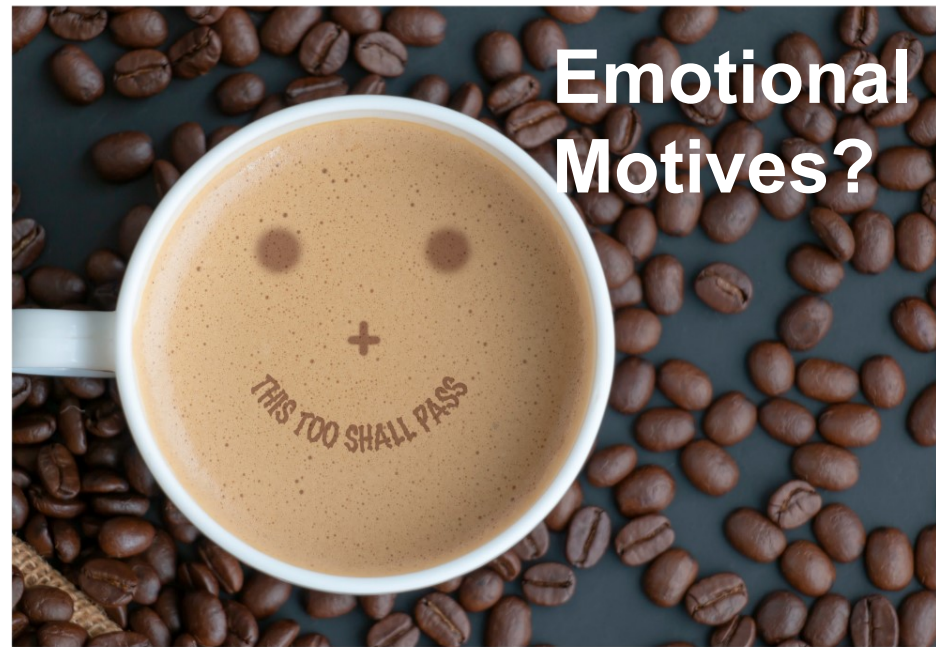
“So what?”



# What do you really sell...

... and what do your target customers really buy??

Feelings, Emotions, Impulses?



**Adventure**

**Affection**

**Appearance**

**Change**

**Variety**

**Health**

**Buying local**

**Security**

**A step into history**

**Nostalgia**

**Provenance**

**Pleasure**

**Eco-friendly**

**Social approval**

**Group approval**

**Trust**

**Connection**

**Mid life Crisis**

**Excess**

**Decadence**

**Showing off**

**Comfort**

**Convenience**

**Love**

**Knowledge**

**Fear/excitement**

**Leisure**

**Time**

**Recreation**

**Recognition**

**Sex/Lust**

**Admiration**



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# What do you really sell...

... and what do your target customers really buy??

Reason, Judgment, Logic



Price/Low/High cost

Knowledge

Low maintenance

Profit

Quality of workmanship

Quality of materials

Accuracy

Convenience

Durability

Dependability

Service agreement

Increased production

Efficiency

Economy

Health

Simplicity

Safety

Versatility



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# BREAKOUT SESSION IN GROUPS

Discuss one FEATURE of an *individual specific* service or product you offer....

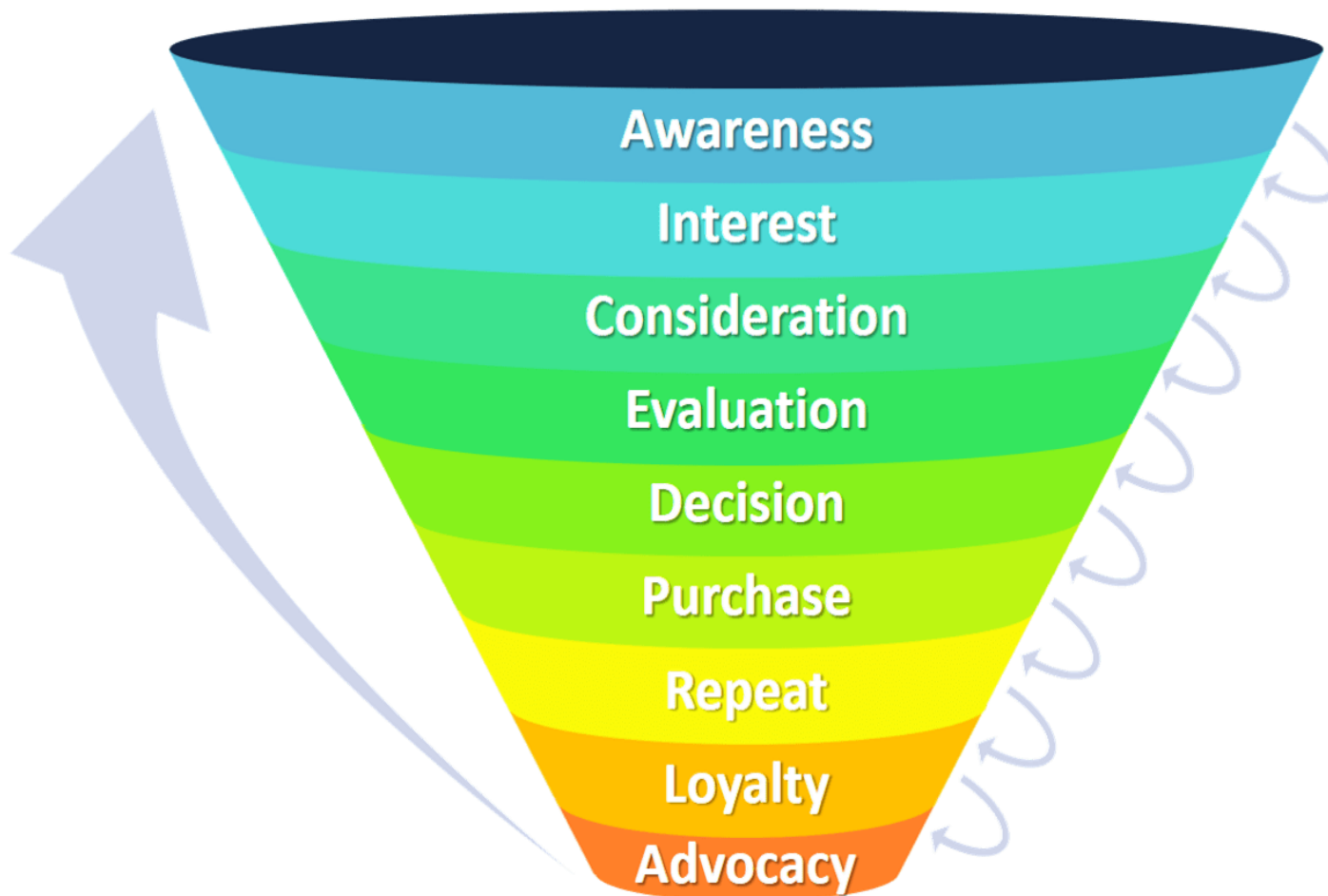
Then ask each other ....

So What?

You should be able to elaborate and come up with the benefit!



# Marketing Funnel



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# In Summary

- Empathic Marketing – Listen and support
- Understand and communicate clearly what your brand stands for
- Content Marketing is key!
- Make sure your first impressions work for your targeted customers
- Communicate clearly your features and benefits – So What?!
- Sell the benefits!
- Beware of the curse of too much knowledge.
- Keep in touch with your customers and help them stay loyal to you.
- Support each other through these unprecedented times.



# Any questions?

Trainer name: Dina Holland

Business Owner at Peak Insight

 [dina@peakinsight.co.uk](mailto:dina@peakinsight.co.uk)

## Workshop Feedback

Please fill out the feedback

Thank you



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# Contact information

For information and queries contact our Heritage  
Tourism Officer – Laura Simpson

Email: [laura.simpson@nottsc.gov.uk](mailto:laura.simpson@nottsc.gov.uk)

Phone: NCC Customer Service Centre

0300 500 80 80 - Monday to Friday: 8am 6pm

(Calls cost 3p a minute from a BT landline. Mobile costs  
may vary).

Website: [www.miner2major.org.uk](http://www.miner2major.org.uk)