



Marketing in a Pandemic

How to reach your Target Customers/Audiences/ Visitors

Dina Holland
Business Owner



Housekeeping Details



10.00 – 10.50 am. Break for 10 mins

11.00 - 11.45 am – 12.00 pm - (Q & A's please ask as we go)

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



1 – 2 – 1 Consultations

In person or Virtual Meetings/Live Streaming



Workshop Delivery

In person or Virtual Meetings/Live Streaming

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 – How to reach your Target Customers

Agenda

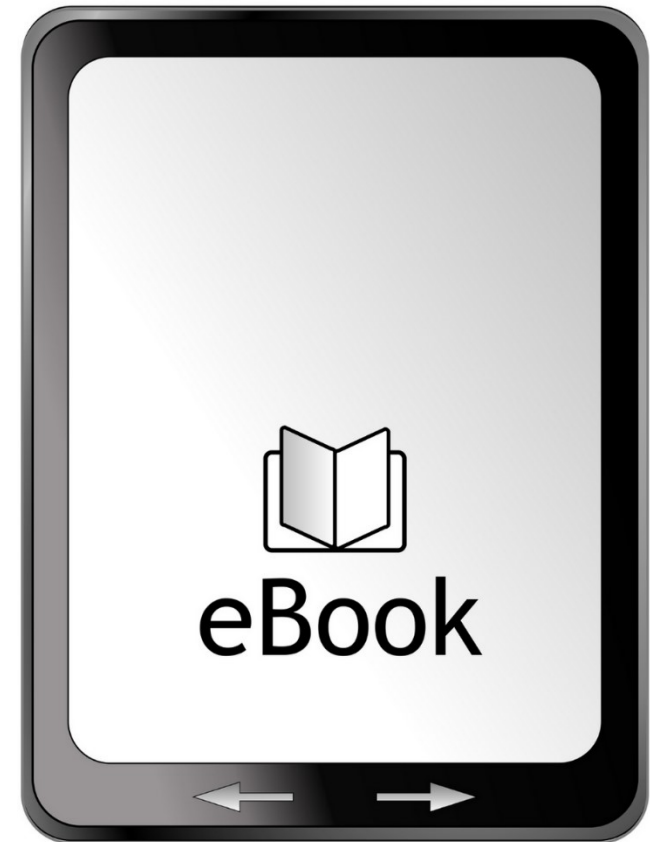


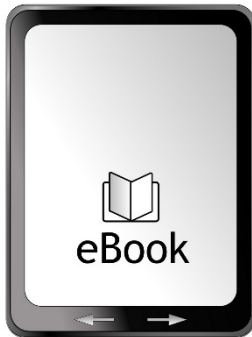
- Marketing in a Pandemic – The Key focus points
- Planning your actions
- Understand all of the elements of the Promotional Mix
- Understanding who your target customers are and Content Marketing is key!
- Make sure your first impressions work for your targeted customers
- Social Media – Look at some stats to further understand your target customers
- Keep in touch with your customers and help them stay loyal to you.

In addition to the today's meeting

Page Contents

2	The Selling Process WASP
3	GDPR Top Tips (The General Data Protection Regulation)
4	Email Marketing Audit
14	7 Reasons Online Customers Leave Your Online Shop
17	Top Live Chat Software Solutions
18	Tips for finding your keywords
19	Promotional Mix
21	Marketing Plan template
23	Marketing Strategy template
25	Example of some national events calendar 2020
26	Local events blank template
27	Social media strategy
30	Social media checklists
21	S.W.O. T Analysis
25	27 Free & Low-Budget Marketing Ideas by Kristen McCormick
50	Action Plan



	Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?	
	<h1>S.W.O.T Analysis</h1>		
	Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats 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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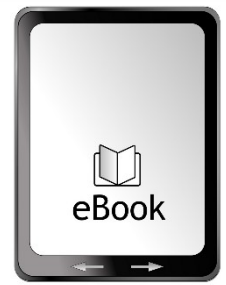


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S.M.A.R.T. Simple Action Plans



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Empathic Marketing



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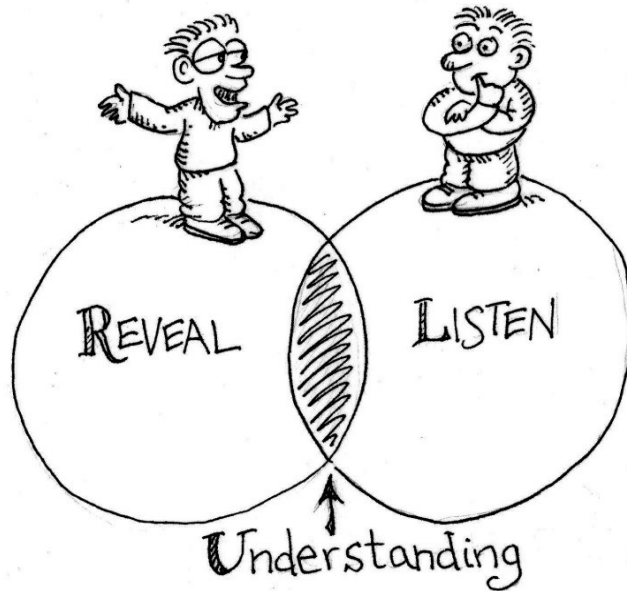


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Empathic Marketing



Develop Digital
Conversations,
not Campaigns

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



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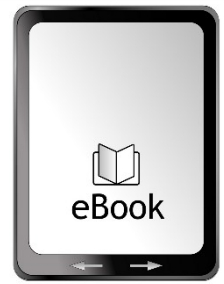


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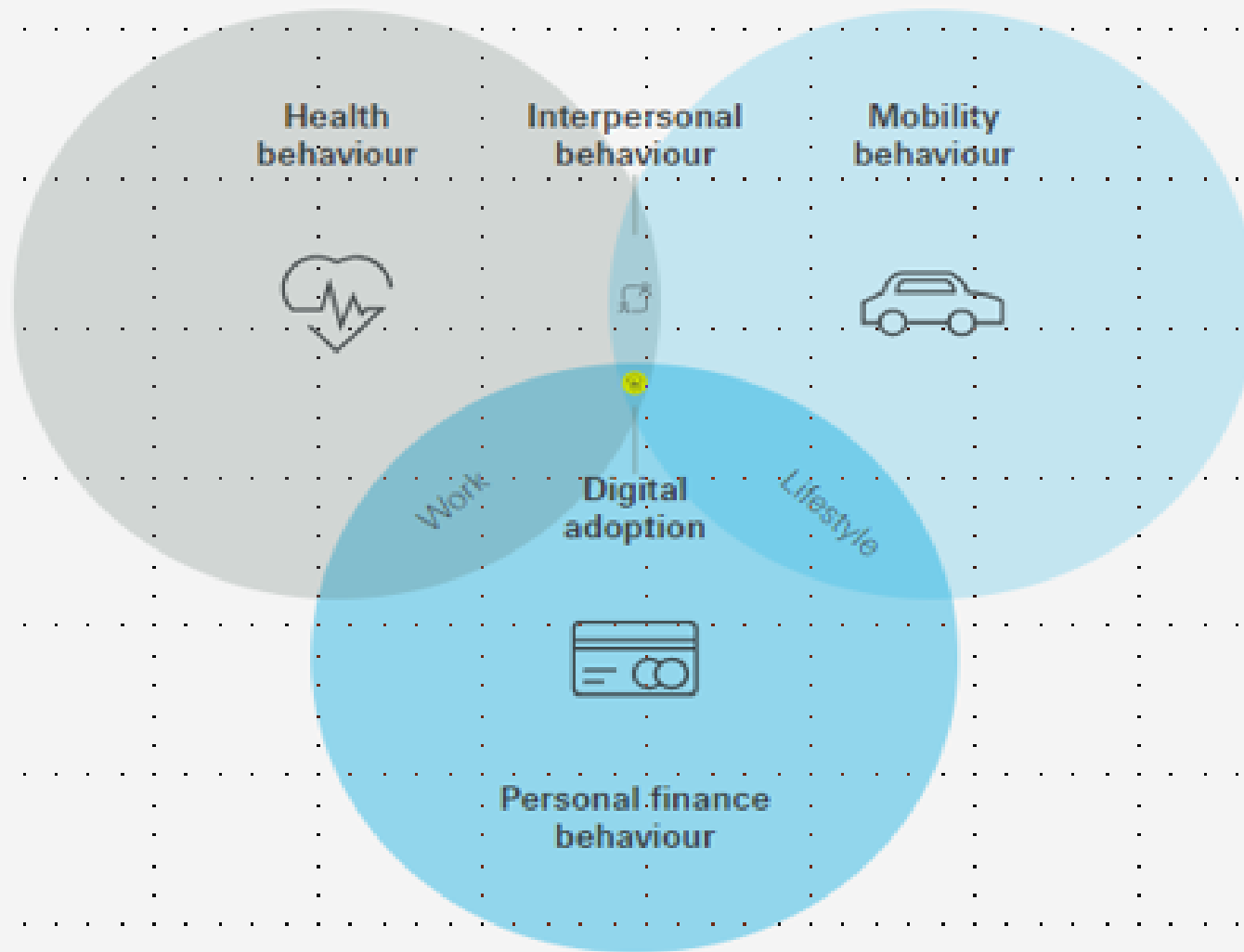
Empathic Marketing



Don't . . .

- Use visuals of crowds/people touching/social gatherings
- 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.
- 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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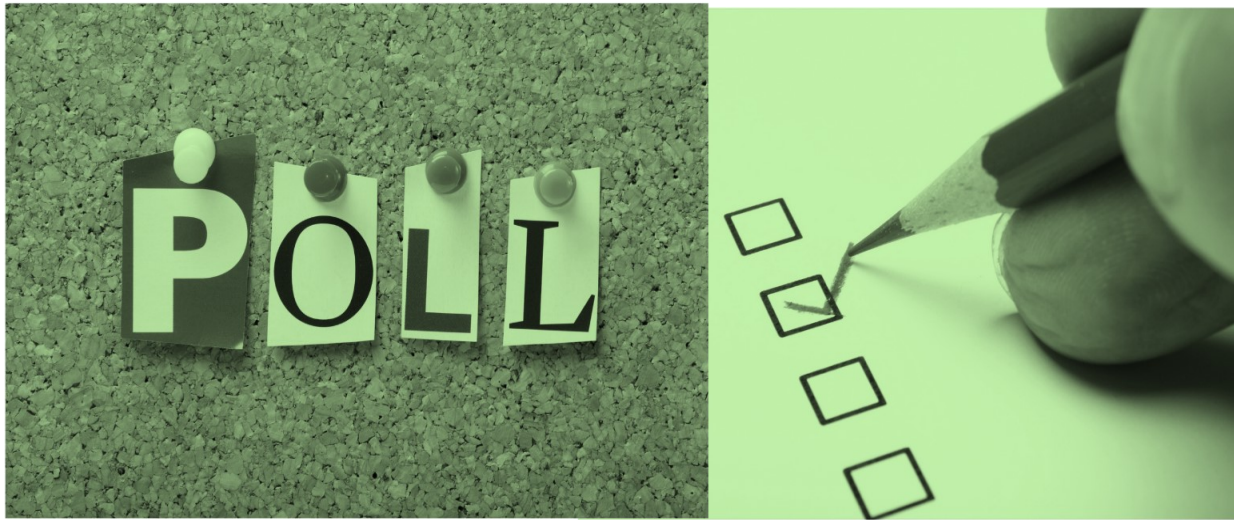
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Post Pandemic Marketing Strategies



Focus on . . .

- The Customers you have already – What can you do to help them stay loyal or remain advocates?
- Be more interactive online - What else can you move or convert to online?
- Consider using Social Media Targeted Boosts/Ads
- Special offers possibly?
- Ensure you are focused on Quality content – Not quantity
- Review all of your online communication material
- Keep asking questions – online, in person and the phone
- Keep demonstrating you are a safe place to visit
- Keep showing you care



Poll 1

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

The 7 P's of Marketing

The perfect combination for your Target Customer



Promotional Mix

How you communicate



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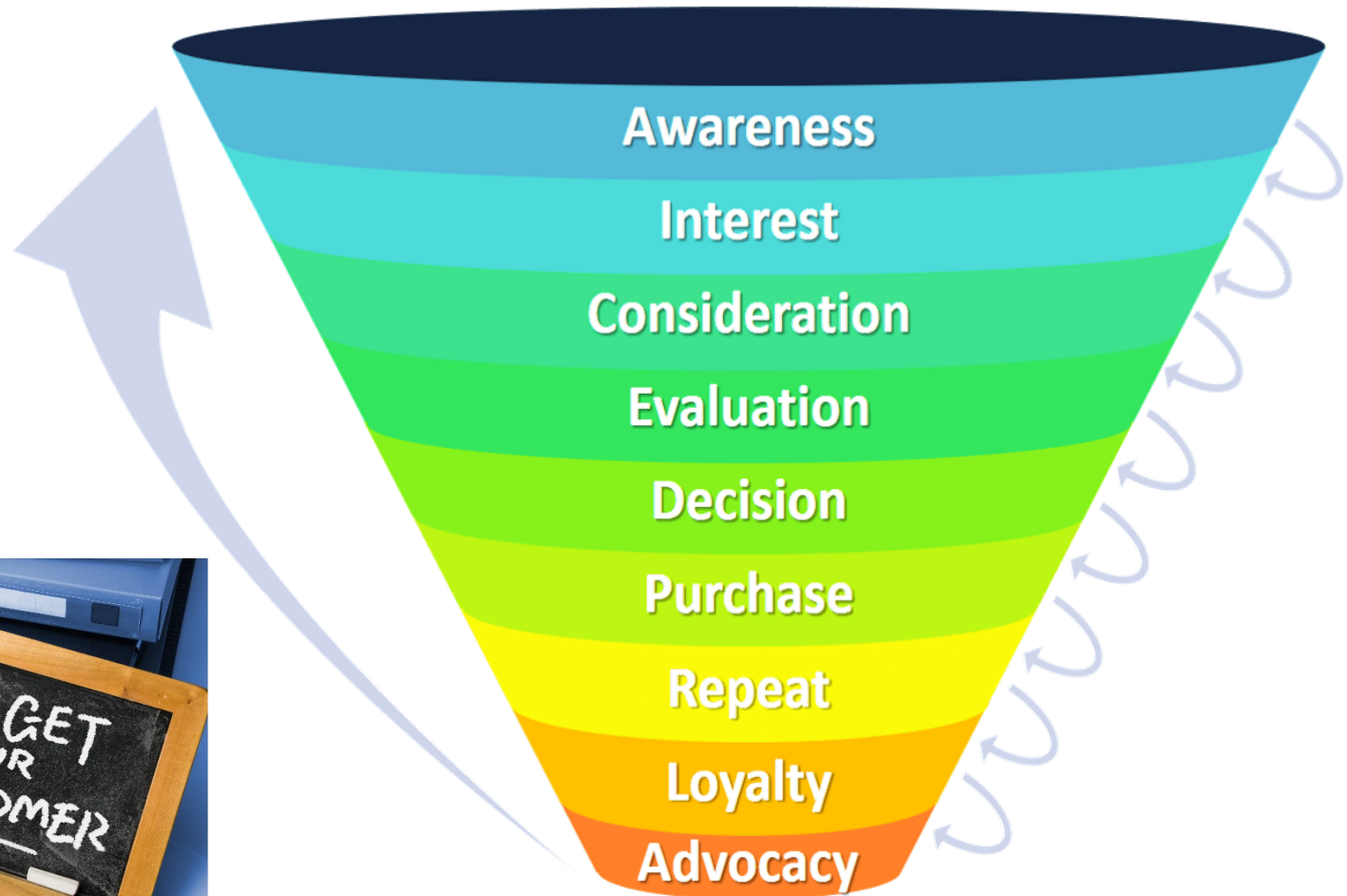


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Marketing Funnel



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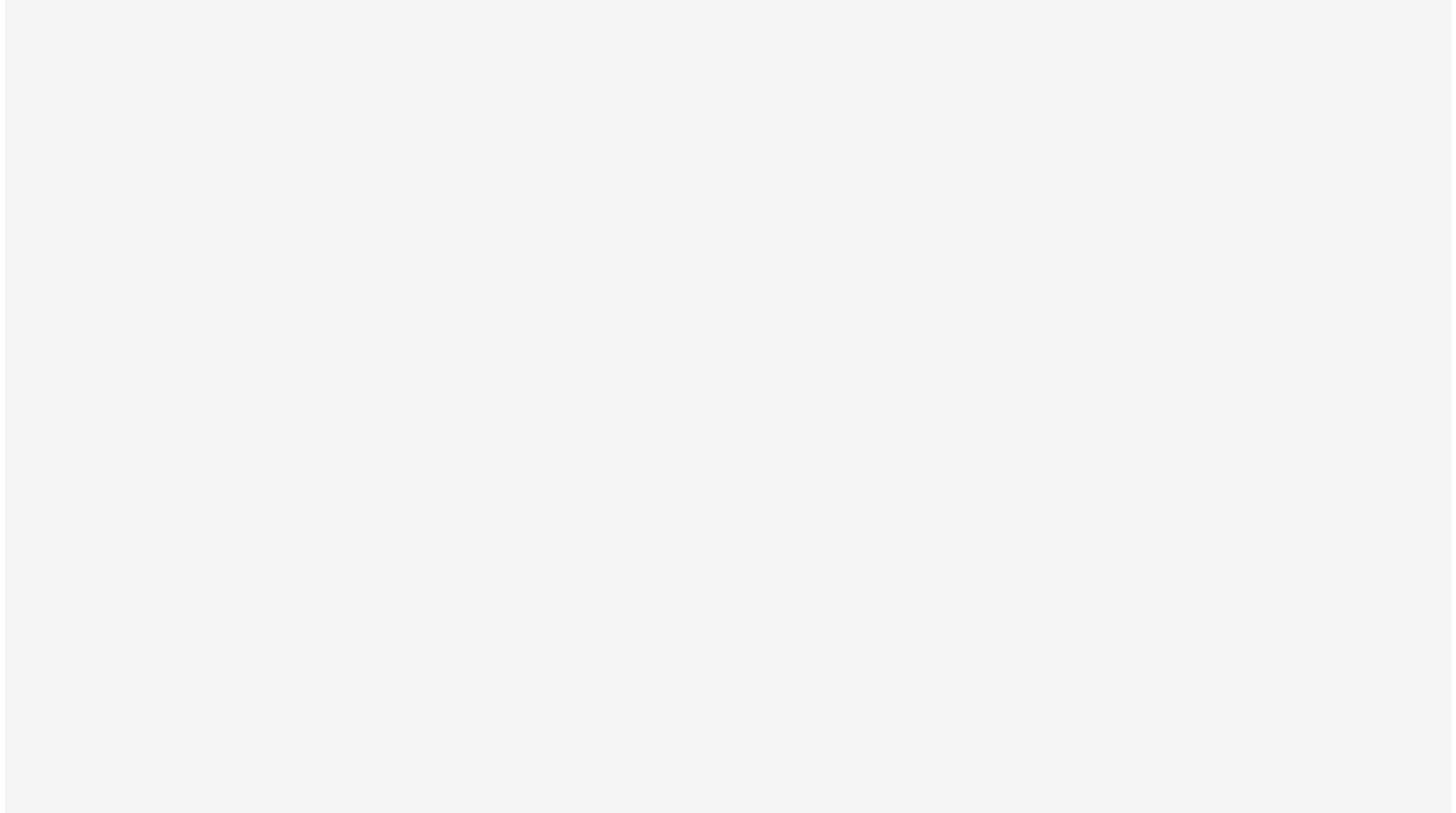


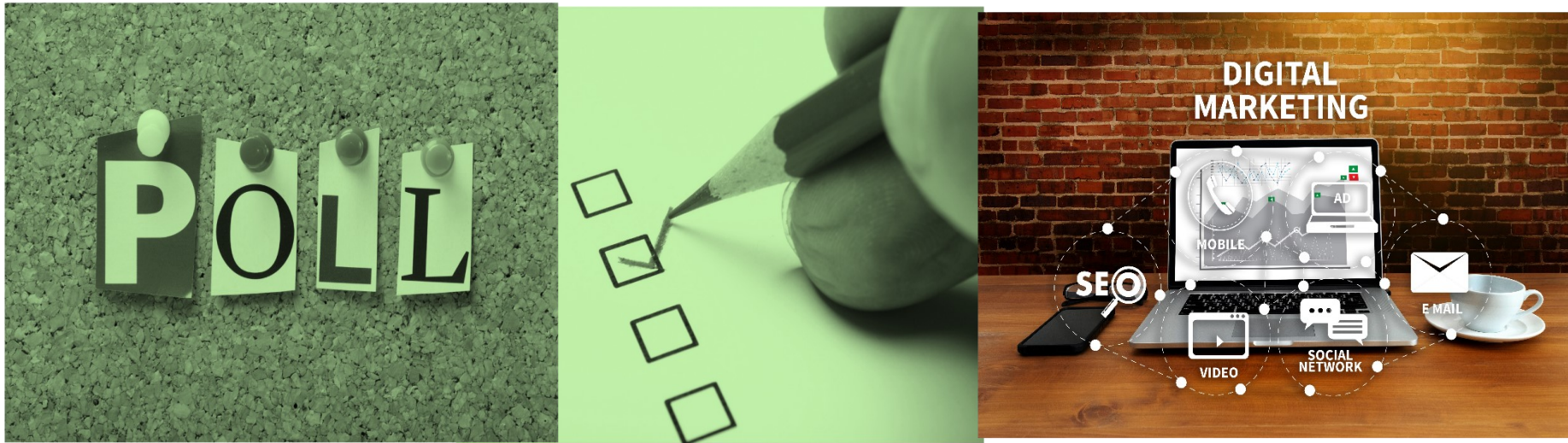
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Digital Garage by Google





Poll 2

Out of 10 how would you rate your digital marketing skills?



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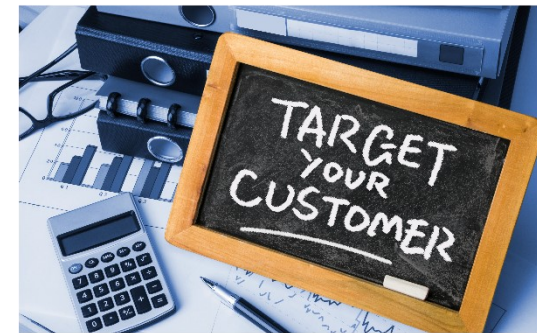


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Promotional Mix

For any promotional activity you need to:

1. Know who you are talking to
2. Be clear what your objective is
3. Create a clear action plan –
 - Who is your audience?
 - What are you going to do?
 - Where are you going to post it?
 - Who is going to do it?
 - What length of time is it going to run?
4. Keep the content attention grabbing and specific
5. Evaluate the results –
 - What are you measuring?
 - Did you achieve your goals? Why?
 - Do anything better next time?





Do your customers see themselves as Hero's? Do the right thing?



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Promotional Mix

How you communicate



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Promotional Mix - Advertising



Promotional Mix - Advertising



Free Online Advertising <ul style="list-style-type: none"> • Google Business Places • Local free listed directories • National free listed directories • Blogs • Article writing • Latest News submission • Specialist directories for your category/sector • Online Free press release websites 	Website promotion <ul style="list-style-type: none"> • Your own website • eBay shop • Amazon shop • Etsy • Not on the high street • Facebook selling • Google Shopping • Google Analytics • SEO • Instagram selling • One website for each brand 	Paid Online Advertising <ul style="list-style-type: none"> • Directory Online Advertising • Advertising Banners • Adds on Google • Bing Advertising • Google AdSense • Google AdWords • Yahoo Advertising • Yell.com • Bing
Billboards <ul style="list-style-type: none"> • Poster Signs • Magnetic Signs • Neon Lighting • Neon Signs • Digital Billboards • Portable Signs • Store Banners • Store Signs • Closed stop windows • Fields beside motorways 	Social Media Communicating <ul style="list-style-type: none"> • Twitter • Facebook • LinkedIn • Instagram • Pinterest Social Media Advertising <ul style="list-style-type: none"> • Twitter Ads • Facebook Boost • Facebook Shop page • LinkedIn Ads 	Video Communication <ul style="list-style-type: none"> • Your own You Tube Channel • Videos on your website • Videos on social Media • Information Videos • Experience Videos • Videos in your articles or blogs • Hold a Zoom Meeting • Hold a Webinar • Create How to videos and post on social media



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Promotional Mix - Advertising



Printed Advertising <ul style="list-style-type: none"> • Leaflets • Catalogues • Postcards • Branded stickers • Flyer Distribution • Business Cards • Vertical Banners • POS Material (Point of Sale) • Effective Merchandising of products (The “silent salesperson”) 	Word of Mouth <ul style="list-style-type: none"> • Networking meetings • Presentations • Testimonials • Referral Schemes • Feedback • Ratings • Incentives to recommend • Leaflet swop 	Printed Advertising Directories <ul style="list-style-type: none"> • Magazine Advertising • Newspaper Advertising • Coupon Advertisements • Yellow Pages • Thomson local • Local free A5 booklets
Advertise with Email <ul style="list-style-type: none"> • Mass Mailings • Build Mailing Lists • Buy Mailing Lists • Direct Mail Advertising • Constant Contact • MailChimp 	TV Ads <ul style="list-style-type: none"> • TV Advertising • TV Commercials • TV Sponsorship • Online TV advertising channels • Product placing 	Radio Advertising <ul style="list-style-type: none"> • Adverts • Jingles • Sponsorship • Talk shows • Free - Being the expert



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Promotional Mix - Advertising



Telephones/Smartphones <ul style="list-style-type: none"> • Cold calling • Mobile Ads • Text reminders • Text Campaigns • Surveys 	Partnerships <ul style="list-style-type: none"> • With local businesses • With local hotels/accommodations • With local event locations/Complimentary businesses 	Vehicle Advertising <ul style="list-style-type: none"> • Car stickers • Car Magnets • Bus Advertising • Train Advertising • Van or car wraps
Events <ul style="list-style-type: none"> • Attend Outdoor shows/festivals • Attend specifically themed events – trade shows/wedding themed etc • Create your own shows on your own land • Sporting/Challenge Events • Celebrity attendance • Workshops 	Sponsorships <ul style="list-style-type: none"> • Of local sports clubs • Of local business groups • Of national sports clubs • Of national business groups • Of charities • County Shows • Festivals • Formula 1/Football • National Charities • Local Charities and/or organisations 	Promotional Material <ul style="list-style-type: none"> • Pens • T-shirts • Clothing • Hats • Notepads • Umbrellas • Shopping bags • Folders/Stationary • Key rings • Mugs • Calendars



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Poll 3

**How many platforms of the Promotional Mix –
ADVERTISING do you currently use?**



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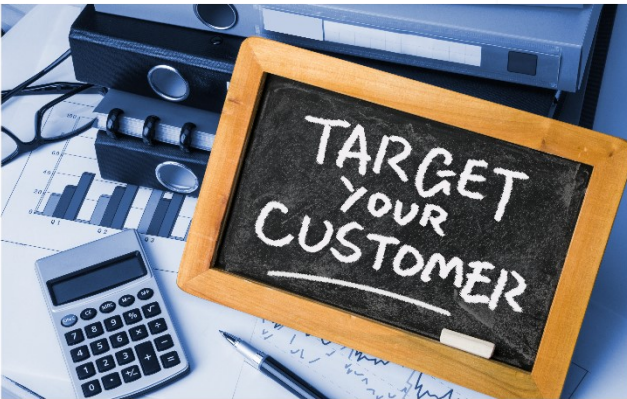
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Promotional Mix

How you communicate



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Promotional Mix - PR



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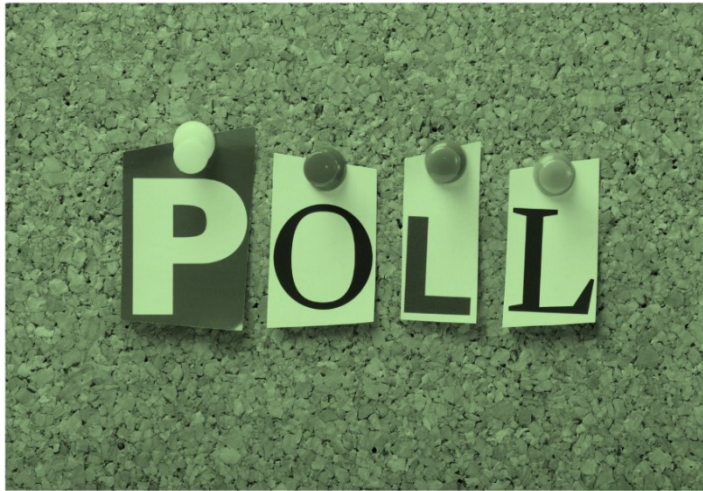


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- Consumer/lifestyle public relations – gaining publicity for a particular product or service
- Crisis communication – responding in a crisis
- Internal communications – communicating within the company itself
- Government relations – engaging government departments to influence public policy
- Media relations – building and maintaining close relationships with the news media so that they can sell and promote a business.
- Celebrity public relations – promotion of a celebrity to various media publications and outlets
- Food-centric relations – communicating specific information centred on foods, beverages and wine. – buy local messages



Poll 4

How many platforms of the Promotional Mix – **PUBLIC RELATIONS** do you currently use?



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Promotional Mix

How you communicate



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Promotional Mix - Personal Selling



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Personal Selling – W.A.S.P.

1. Welcome
2. Ask
3. Sell
4. Part



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Promotional Mix - A Selling Model



1. Identify if customer is approachable
2. Be interested not try to be interesting
3. Build rapport with customer

Welcome

4. Identify customers' needs through questioning and listening
5. Demonstrate your expertise by asking the right open and clarifying closed questions

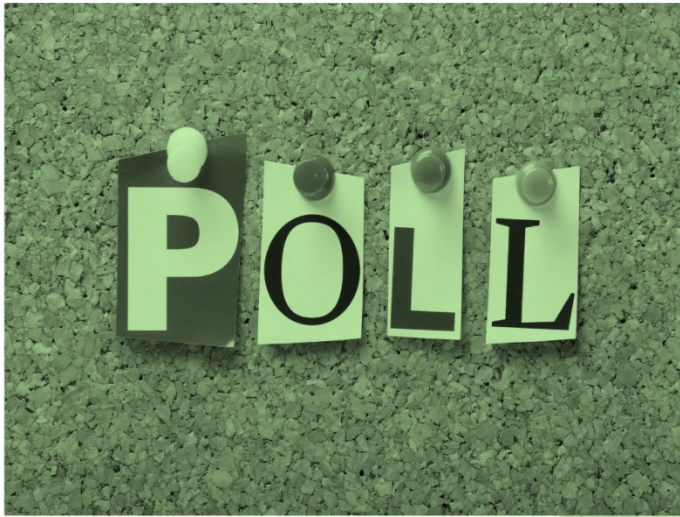
Ask

6. Match suitable goods or services to customers' needs
7. Present solutions - features, benefits of goods or services

Sell

8. Overcome any customer objections
9. Close the sale and agree payments
10. Secure their return and gain their loyalty

Part



Poll 5

How would you rate your skills, knowledge, and attitude towards the Promotional Mix – PERSONAL SELLING?

1 - 10



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Promotional Mix

How you communicate



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Promotional Mix – Sales Promotions



Promotional Mix – Sales Promotions

Sales promotion is a short-term incentive to initiate trial or purchase. Sales promotion is one of the elements of the promotional mix

Main Types of Sales Promotions

FREE SAMPLES

PREMIUM OFFERS – For second purchases which could be free or substantial discount.

LOYALTY PROGRAMS – Get rewarded for staying loyal

CONTESTS – Could be free offer when opening a product or receiving a service

COUPONS – To redeem for value reduction or added value

DISCOUNTS – Temporarily offering a lower price

POINT OF PURCHASE PROMOTIONS – usually in store/business/organisation as a convincer to try and buy

Promotional Mix

How you communicate



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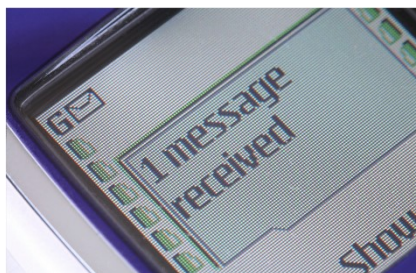


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Promotional Mix – Direct Marketing



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Promotional Mix – Direct Marketing

Direct mail - There are several different types of direct mail (e.g. catalogues, postcards, envelope mailers).

Telemarketing - Telemarketing involves contacting potential customers over the phone to sell products or services.

Email marketing - It can include e-newsletters, promotional emails to generate new leads or offers for existing customers, or ads that can appear in other businesses' emails. Learn more about email marketing.



Promotional Mix – Direct Marketing

Text (SMS) marketing - You could use short message service (SMS) messaging to send customers sales alerts, links to website updates, appointment or delivery reminders, or personalised messaging.

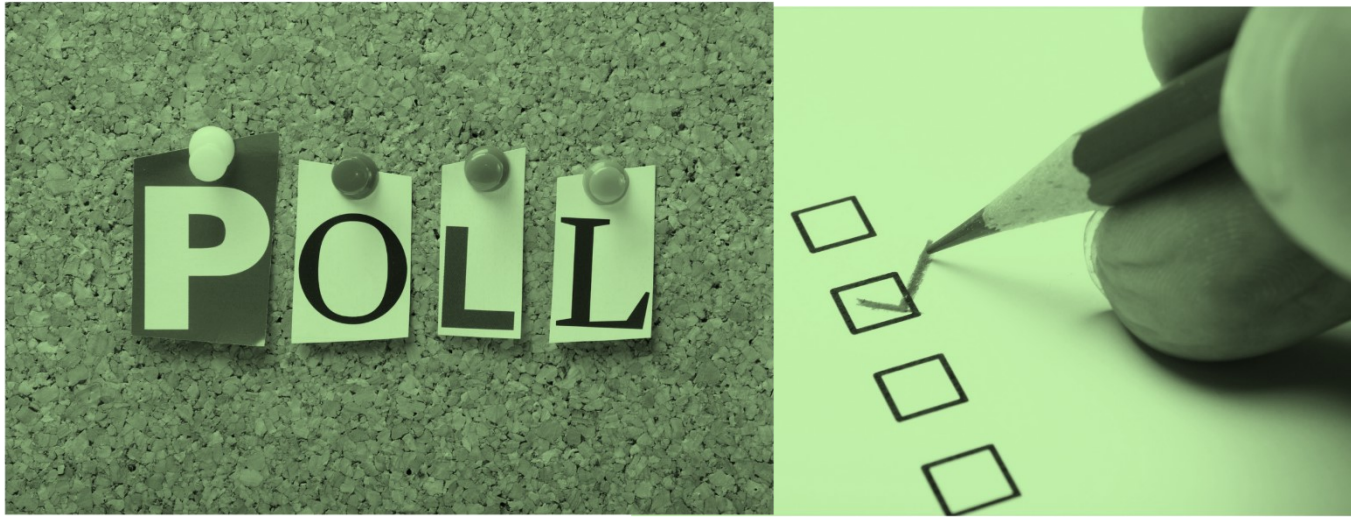
Leaflet marketing using letterbox drops and handouts

Social media direct marketing - Any direct messaging on any social media platform

Direct selling - selling involves an independent salesperson selling products or services directly to customers, often at a customer's home or workplace.

Hosting a stand at event, trade shows and exhibitions.





Poll 5

How many elements of the Promotional Mix for Sales Promotions and Direct Marketing to you currently use?

Breakout Rooms

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

Please discuss the following topic . .

QUESTIONS

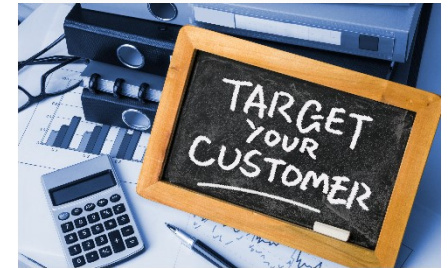
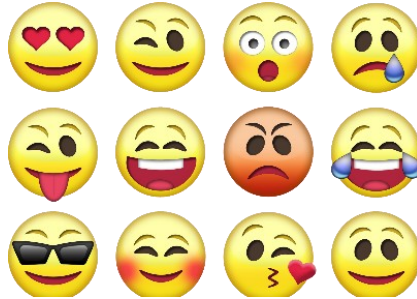
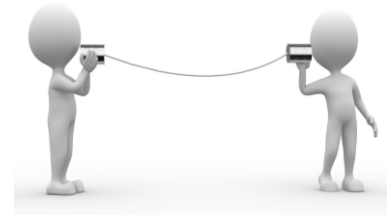
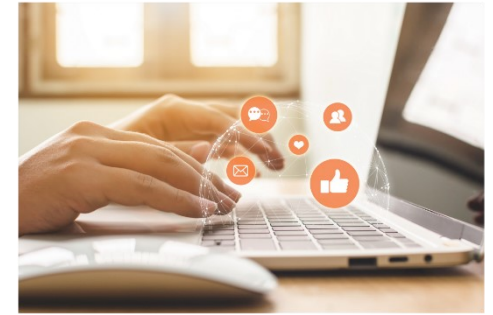
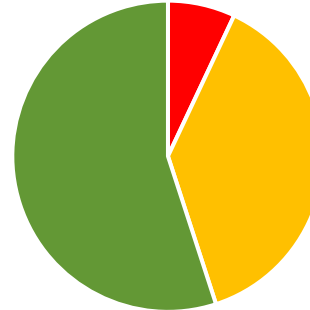
1. *Which areas of the Promotional Mix do you use the most?*
2. *What challenges do you face?*

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

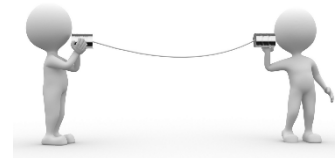


Don't press Leave when you are in the rooms

Content Marketing



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

Your customers online are saying ...

“Tell me quickly . . .”

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



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3 to 5 Seconds

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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Great Content Counts!

Emotional	ENTERTAIN Videos Quizzes Games Competitions Viral funnies	INSPIRE Community forums Celebrity endorsements Demo videos Benefits/Reasons to achieve/purchase
Rational	EDUCATE Articles Press Releases Guides How to's eBooks Reports	CONVINCE Product features Case studies Checklists Data sheets and price guides calculations Ratings
	Awareness	Purchase

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

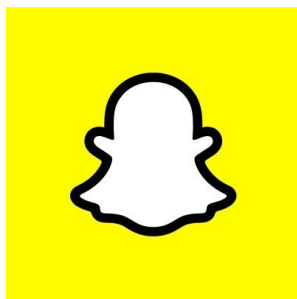
Share someone else's post



Social Media – Where are you?



WhatsApp



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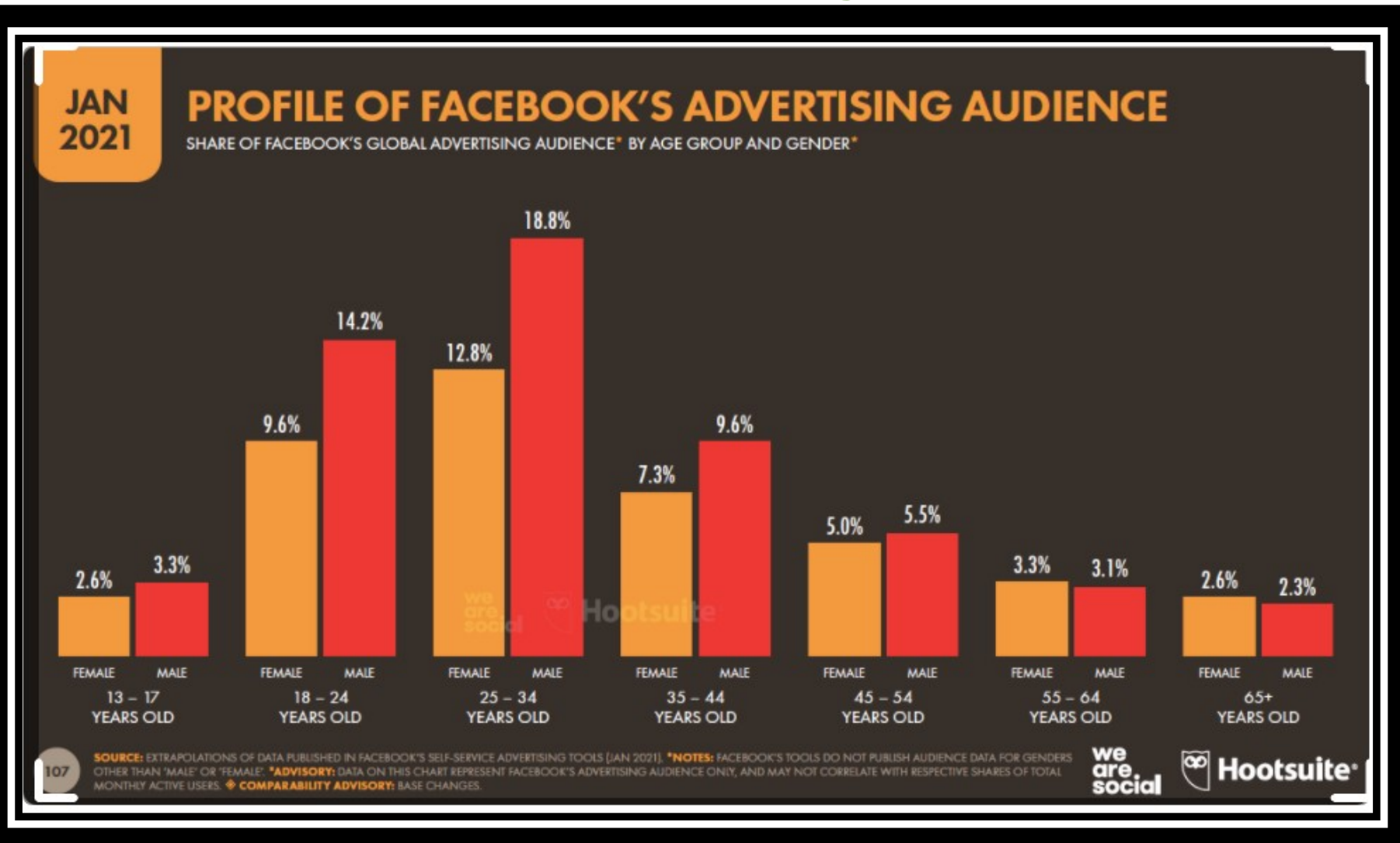


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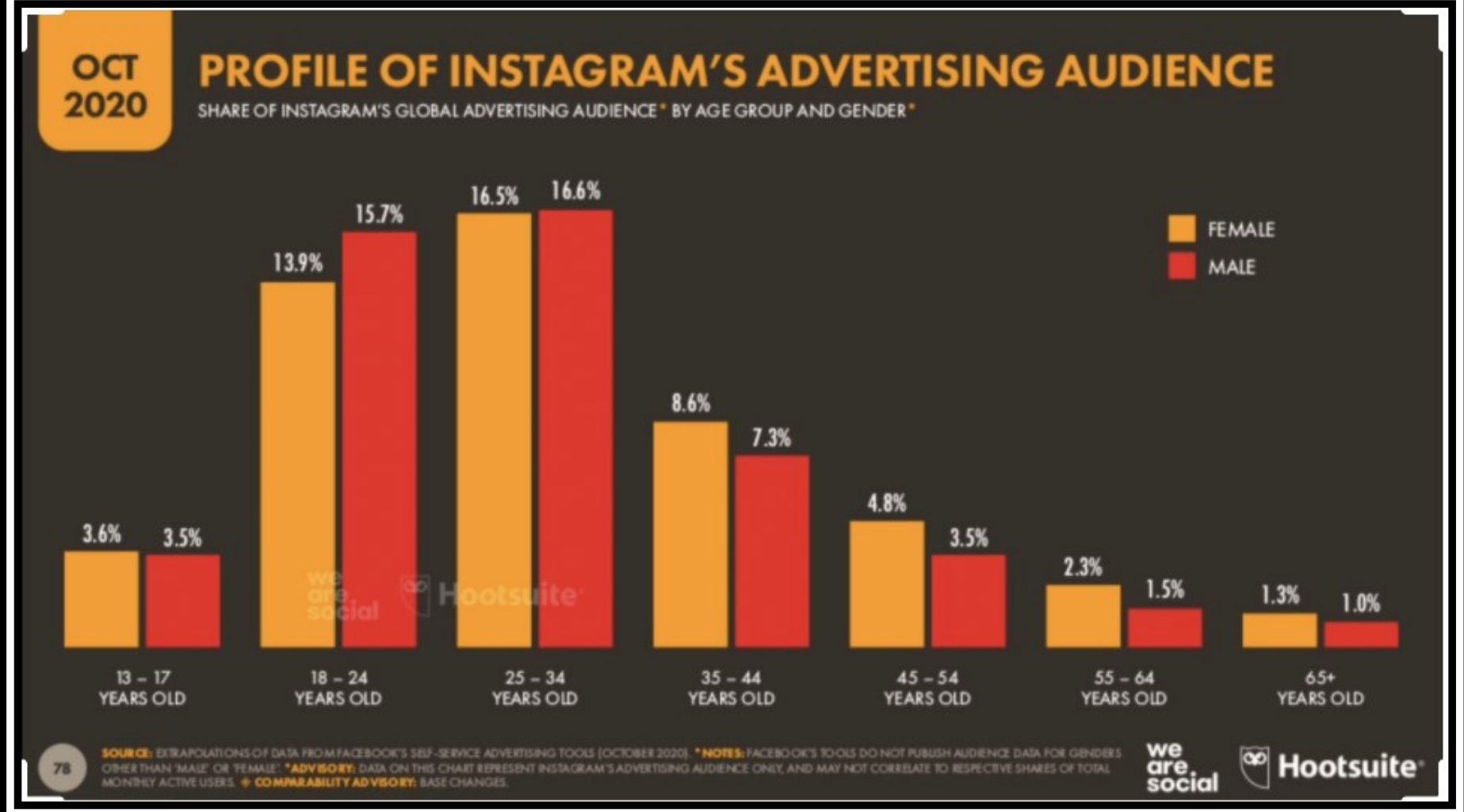


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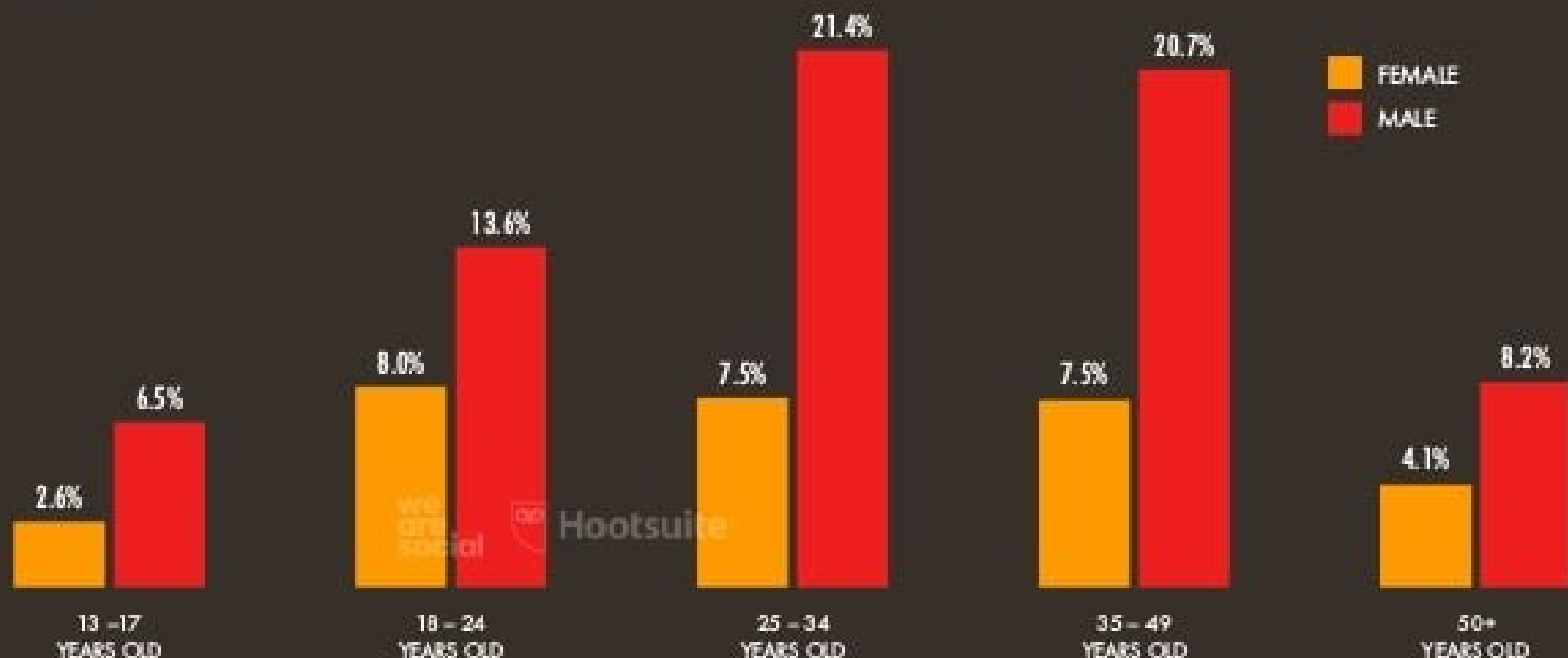
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Twitter data published by Hootsuite

OCT
2020

PROFILE OF TWITTER'S ADVERTISING AUDIENCE

SHARE OF TWITTER'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



95

SOURCE: ESTIMATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS (OCTOBER 2020), BASED ON MID-POINTS OF PUBLISHED RANGES FOR GENDER AND AGE GROUP.
NOTE: TWITTER'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. *ADVERTISING DATA REPRESENT TWITTER'S ADVERTISING AUDIENCE ONLY, AND
MAY NOT CORRELATE TO ACTIVE USERS DATA REPORTED BY TWITTER'S SELF-SERVICE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT TIMEFRAMES.

we
are
social



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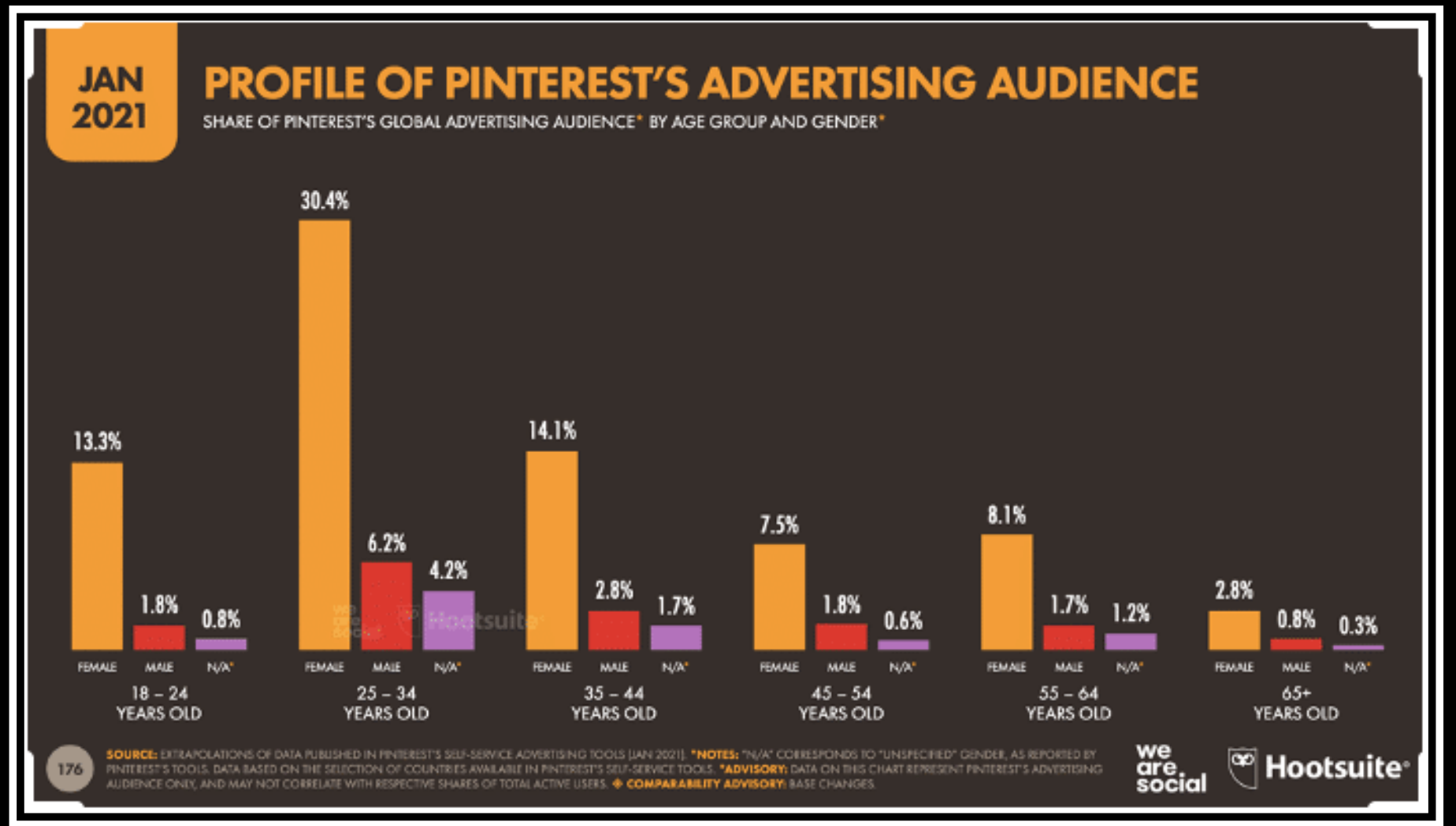


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Pinterest data published by Hootsuite



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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. . .



Questions:

1. What challenges do you face with posting content on social media?

Discuss



Don't press Leave when you are in the rooms

Key steps to reach your target customers/visitors/audience

Step 1: Define your readers – which target customers are you communicating with? Decide which traditional or digital platform they will be looking at and be SPECIFIC

Step 2: Determine your content, show your brands personality and keep it short

Step 3: Determine the sending frequency

Step 4: Make a schedule in line with promotional planner

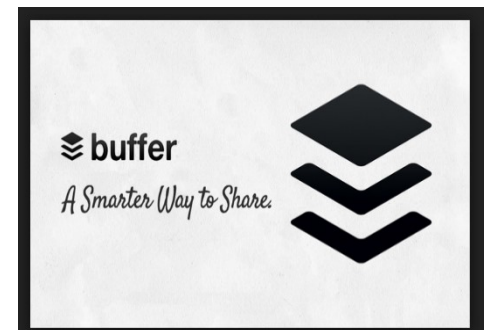
Step 5: Keep the conversations going on social media



Scheduling your social media



- Hootsuite
- Buffer
- Social Oomph
- Social Flow
- Sprout Social
- Crowdbooster
- Agora Pulse



Measuring your success?



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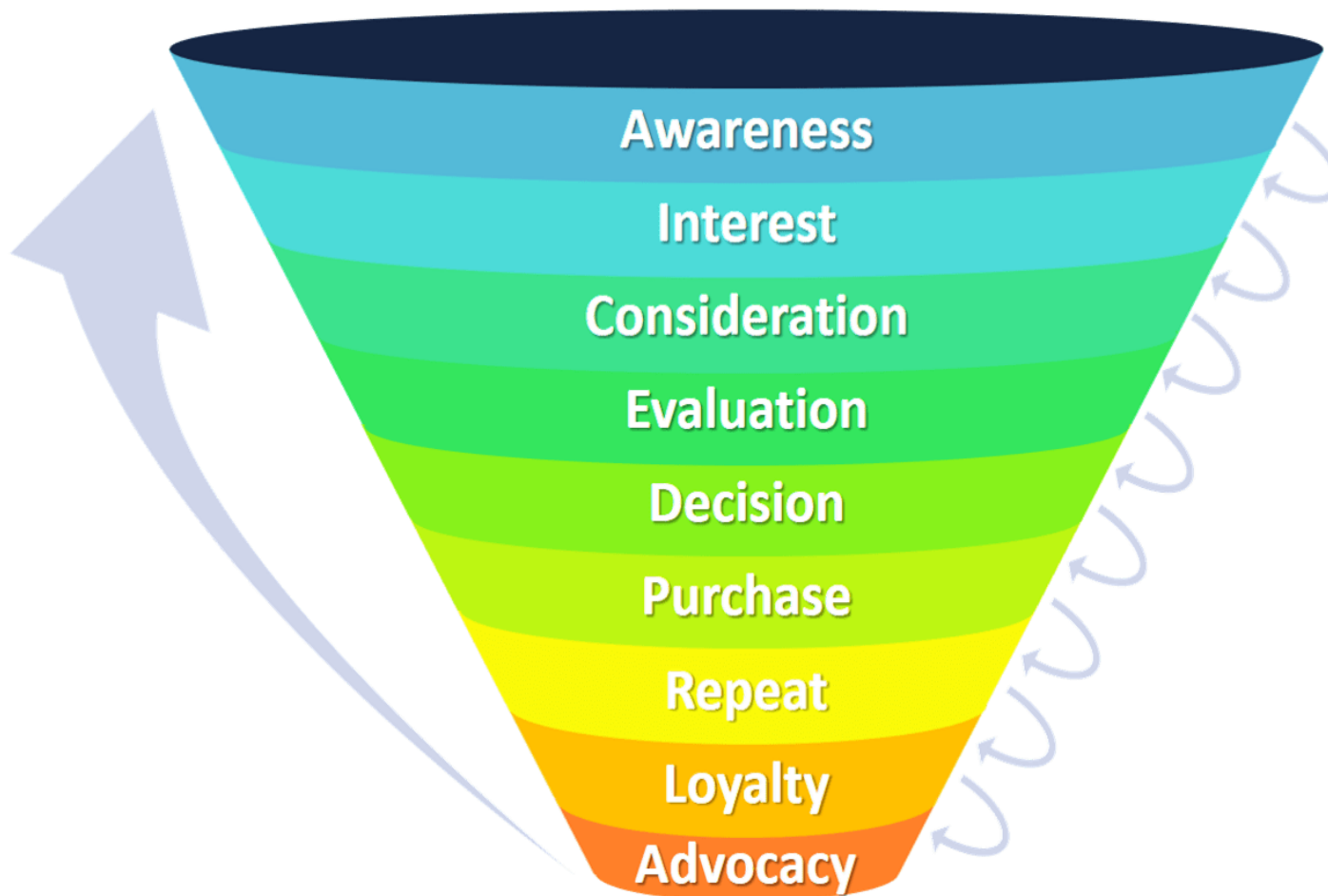


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Marketing Funnel



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In Summary

- Empathic Marketing – Listen and support
- Understand all of the elements of the Promotional Mix
- Understanding who your target customers are and 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!
- 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

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

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