



Marketing in the New Normal

Marketing Through a Coronavirus Lens
by CEO James Bremner



MARKETING IN THE NEW NORMAL

EVERYTHING'S CHANGED

We must accept and acknowledge this.

All communication should be built on this premise from now on.

There is no 'before' and no going back to how things were, even years from now.

Customer perception has changed forever. We must too.

MARKETING IN THE NEW NORMAL

WHAT HAS CHANGED?

(In case it's not obvious)

Your customer is probably at home, possibly with a child on their shoulders, making decisions in a totally new way.

Efficiency & cost are now even more critical.

Lead times, sales cycles & velocity of business - all new.

People are dying. Social justice is prevalent.
Needs and priorities have shifted,
for both businesses and people.





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APPROACH & SENTIMENT

Sincere, not opportunist.

Honest about the need for business,
about the need to make sales.

Ethical. Socially responsible. Aware.

Sustainable where possible.

Clear & concise, acknowledging the situation.

Considerate of personal & regional impact.

Be creative & innovative - don't issue soulless statements.

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BRAND POSITIONING

Essential during this time to reappraise your brand.

How has your customer changed?

Even if there is the same need for your product or service -
how can you make it more relevant?

Does your brand reflect the values your customers now expect?

How has your communication changed? Make sure your customers feel the difference.

Ensure you consider all brand delivery:
visual imagery, as well as written and verbal communication.

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DATA & MARKET RESEARCH

Your 2019 data could be completely obsolete, which makes planning during COVID very difficult.

Comprehensive market research is now more critical. We must know how market perception has shifted and the projected impact both through, and as we emerge from the Pandemic

Marrying research with new data and **constantly adjusting** your plan will provide a distinct competitive advantage.



VISUAL DESIGN TRENDS

Driven by Gen-Z and Gen Alpha, as well as a sentimental need for positivity and the past, 90s retro and neon are leading trends.

Create illustrations and think comics, glitch art and graffiti. Today's cyberpunk is captured by intentional, irreverent 'errors' applied to 90s consumerism.





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AUTHENTICITY & LOCALIZATION

Social justice and workplace inclusivity movements are finally driving meaningful change, which brands need to be far more aware of, from choice of stock imagery, to overall brand presentation.

Brands that are more than aware, and actually lead, will create more genuine connections and ultimately more loyalty.

Businesses should consider content that challenges stereotypes across gender, sex, work, body-types, abilities and relationships.



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INTEGRATED MARKETING

Marketing plans for 2020 and 2021 must be adaptive and include line items for unknown contingencies.

Apply content marketing with broad strokes, or create modules of content that can be plugged in with appropriate timing.

Social media - Avoid click bait. When social situations arise, publish helpful information or direct customers to other sources.

Email blasts - Every business seemed to push out the same COVID message so try and be original & useful.

Website - Explain where to look for information and stick to it. Make it as easy as possible for people to find what they need.

Advertising - Use data to see how plans have changed. Be innovative - where might your audience be now and how can you talk to them appropriately?

On all channels - Make sure your crisis management strategy is in play. Be flexible and friendly.

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#GOODBUSINESS

During COVID-19, GB Agency developed tools that have helped our clients and driven their businesses during very tough times.

Collectively we call them:

Distance Marketing - How to bring your clients closer.

For advice, information and republishing, contact:

GB Agency LLC

844.442.2255

www.gb.agency

help@gb.agency

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