A Global Pandemic and the State of Marketing

October 22, 2020
The Art of the Pivot

Pivoting is a lateral move that creates enough value for the customer/patient/client and the business to share.

1. How you can realign your company with the emerging trends of this pandemic, one of which is e-commerce?

2. Think about your bundles of capabilities: What can you do well? Can you redeploy those capabilities in a different way?

3. Does pivoting creates a path toward sustainability, in terms of financial sustainability. Profitability is the goal. You should not pivot unless you see a path toward profitability.
Marketing Strategies & Missed Opportunities

Emerging Marketing Opportunities

• Customers prioritize trusted relationships.
• Online and digital bets pay off.
• Social media steps up—and pays off.
• Marketers do more with lower headcount.
• Marketers learn pivot lessons.

Missed Opportunities

• Customer acquisition - In the mad scramble to keep businesses afloat, do not miss opportunities to reach new customers.
• New partnerships put off - pandemic serves as a good opportunity to leverage partnerships for new opportunities
Strategies for Your Practice

Engagement

• Become a thought leader. Do not focus solely on service-related content.
• Implement a regular posting cadence. Recommendation of 3X weekly cross-platform; do not forget Facebook/Instagram Stories.
• Utilize relevant holidays and awareness days e.g. National Asthma and Allergy Awareness Month (May), National Nut Day (10/22)
• Extend your reach with email. Recommendation 1X+ weekly.
• Implement a paid social strategy to layer with organic content strategy.
• Launch SEO Strategy. Hire a professional.

Free Services

• Social Media Scheduling: Hootsuite, Later
• Email: Mailchimp (up to 2,500 subscribers)
• Graphic Design: Canva (social, email, posters, presentations, etc.)
• Stock Photography & Video: Pexels, Freepik, Unsplash (great for diverse imagery)
• Photo Editing: Adobe Lightroom Mobile App
• Social Media Reference Landing Page: Linktree, ContactInBio

Other Considerations

• Contact local universities for interns (marketing department)
• In-House: Ensure you’ve assigned someone in your practice who wants to help
Thank you