

A Global Pandemic and the State of Marketing

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**We help ambitious brands
reach the next level.**

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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