BEYOND SURVIVAL: REPOSITIONING FOR RELEVANCE

17 JUNE 2020
RULES OF ENGAGEMENT

• Participant microphones and videos will be turned off for first part of session
• If you have questions during session, please post to “chat” to Lisa, Matt or Warren privately and we’ll address during Q&A
• After the session, there will be an open session for Q&A’s
• Remember to unmute when talking and put back on mute
• PowerPoint will downloadable from the SDN website after the session: www.sdnafrica.org/resources
This series for Non-Profits aims to address key challenges faced by NPO’s amidst the Covid-19 crisis, with a focus on organisational sustainability whilst ensuring maximum community impact.

Session 4 (June 17th): Branding & Marketing During & Post-Covid

- How to be heard above the social media noise
- Keeping your brand alive during and post-Covid
- Communication and marketing during and post-Covid
- No and low-cost strategies for remaining relevant mic indicators and trends)
PRESENTERS

Warren Lodge Life Brand: won "marketing student of the year" while studying. 10 years experience with the Naspers group. Now chairperson of (AMASA) Advertising Media Association of South Africa and serves on the Vega Brand School advisory council.

18 years experience in forefront Brand, PR & Advertising industry; Strategic Management Consulting; Social Media Strategy Training/ Brand Architecture/ Event Management; Creative Graphic Design & Idea Engineering; Youth Leadership Development Facilitation (UFS 2003-2006)

Founder/Director of the Sustainable Development Network. She has a Master’s degree in Sustainable Development from Stellenbosch University, and honours degrees in social sciences and sustainable development. She has 25 years’ experience in the NGO sector in South Africa.
Keeping your brand alive
&
Branding and communication
(during and post Covid-19)
What we do

Create and build brands making a positive impact in the world!

- Rebrand and create brands
- Developing all brand touchpoints
- Content creation
- Video production
- Multi-media campaigns
Clients
Your brand is

- Your Organizational Strategy
- Your People
- Your Messages
- Your Interactions
- Your Visual Design
- Your Communications Tools
Keeping your brand alive during and after Covid-19
Organisational strategy guides
brand strategy

Should your organisation adapt its model to respond to the pandemic, then your brand has to naturally support your efforts.

This is a time to bond with those you are serving and the stakeholders that support you in doing so.
Branding and communication (during and post Covid-19)
Pointers when communicating during a pandemic

1. Who you are as a brand does not change, however your messaging has to adapt accordingly

2. The platforms you use may change

3. Low-tech is not bad

4. The way you solicit donations may change. Provide value and make asks with caution
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MARKETING DURING COVID-19
WELCOME TO THE NEW NORMAL
Brand Architecture
Strategic Management
Consulting

Media/Marketing/Brand/Event Management

Creative Design & Idea Engineering

Wine-industry related facilitation and training

Leadership Development Facilitation

Tourism Industry Consultation
As Pablo Picasso said, “Learn the rules like a pro, so you can break them like an artist.”

While many companies seek to respond to COVID-19 and the economic devastation it has wrought by pivoting their value proposition, the first questions you should ask are — what is your company’s current value proposition? And how well is it being communicated?

Many companies have a value prop that is poorly defined. Their employees, agencies, suppliers and partners do not understand what the value prop is. So they don’t communicate it well. And they don’t ensure the customer gets the right value experience through product and service delivery.

Heck, sometimes co-founders don’t even see eye to eye. Even when marketers, agencies and freelance creatives do understand the value prop, THE MARKETER’S BLIND SPOT can prevent them from communicating the value prop clearly through the company’s advertisements, landing pages, emails, etc.
# Customer Experience Mindset In The Age Of COVID-19

## 1. Traumatized Societies
18 percent of people have a family member or friend whose health has been impacted by COVID-19, including 5 percent whose family member or friend died of the disease. - Agility PR

### Anxiety and Emotional Impact
- 22% of people say they are experiencing anxiety from being confined to their house.
- 19% worry about running out of money with 18-24 leading in money worries 32.4% and 65+ lowest 10.3%.

## 2. Consumer Trust
71% say if they perceive that a brand is putting profit over people, they will lose trust in that brand forever. - Edelman Trust Barometer

## 3. Consumer Spending Now
Shopping online is the new normal and 30% plan to shop more online in the future, even 28.3% of those 65+ say so and 33.8% of 18-24. - Prosper Insights & Analytics

## 5. Tech, Speeding Up Digital Transformation and Robot Adoption
- Companies That Provide Digital Transformation Doing Well

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<tr>
<th>Organizations that excel in CX</th>
<th>Investing in methods to centralize analytics and decision making approaches and scale them exponentially, across all connected channels. CX leaders are investing in customer data platforms (53%) and real-time decision engines (45%).</th>
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**Tech is hiring**
- Facebook, Amazon, Google, and Apple are all hiring tech jobs including engineers, data scientists, software designers, and cybersecurity experts. - CareerBuilder

**Uptake in Robots**
- 13% increase in average utilization of brain powered robots increased since January 2020 in retail locations eg. floor scrubbing robots at Walmart. - BDO

## 4. Employee Expectations In The Future
36% of those working from home, said they would like to continue to work from home after the pandemic is over. - Pega

## 6. Companies That Are Thriving Amid COVID-19
Peloton, Netflix, Amazon, and Walmart shares are all up.

## 7. New Appreciation For Normal Life
Today, a third of consumers strongly agree with the suggestion that they will reappraise the things they value most and not take certain things for granted. - Ernst & Young
What, Who and How?

WHAT?
Is driving the change

WHO?
You need to be connected with

HOW?
Do you need to act to stabilize and grow your business
WAYS BRANDS CAN NAVIGATE THE NEW NORMAL

1. Leverage Better Data
   Understand dynamic customer needs, including privacy and consent, by creating a 360 view across the enterprise.

2. Break Through Digital Congestion
   Discover high value segments, personalize content and reach customers through preferred channels during the best contact windows leveraging AI-driven segmentation, recommendations and smart campaigns.

3. Keep Your Finger On The Pulse
   Deploy feedback strategies to listen and act on changes in values, sentiment and satisfaction.

4. Closed-loop Measurement
   Establish a single performance view of all marketing activity in one dashboard to dynamically make adjustments and optimize engagement tactics.

5. Fuel Remote Work & Collaboration
   Foster virtual teamwork with embedded workflow, collaboration and project management tools.

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DID YOU KNOW?

Marketing’s focus in the wake of COVID-19:

- **68%**
  Uncertainty around budgets, planning and events

- **43%**
  Maintaining strong communications with customers

- **45%**
  Organizing people & systems for remote work

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Be present in your present.

Marketing has changed!

1. Newsletters and email offers sent to purchased email lists of targeted names worked well.
   - VS
   - Today:
     - Internet spam filters and the National Canned Spam Act limit unsolicited emails to anyone with whom a company does not have a direct relationship.

2. Hiring an internal sales force or contracting with an external telemarketing group helped companies reach their sales goals.
   - VS
   - Today:
     - Caller ID and the national Do Not Call Registry has made it nearly impossible for even the most well-trained sales rep to have a decent conversation with a prospect.

3. Sending direct mail to a large list of people worked increased brand recognition and sales because people often opened their mail.
   - VS
   - Today:
     - Mailboxes are primarily full of junk mail with a few bills mixed in. Direct mail response rates have slowly declined over the years, despite it being one of the most expensive marketing platforms.

4. Spending thousands of dollars on television commercials was an excellent way to reach a large target audience with lots of information.
   - VS
   - Today:
     - Most people use TiVo/DVRs to fast-forward TV advertising or stream commercial-free shows online through mediums like Netflix or Amazon Prime.

5. Businesses purchased radio ads that played while people were in their cars, homes, and workplaces and saw a jump in sales.
   - VS
   - Today:
     - With the emergence of XM/Sirius, Pandora, Spotify, and iTunes services, less and less people are listening to public radio.

6. Trade shows or conferences were a great way for salespeople to demonstrate their products to interested customers.
   - VS
   - Today:
     - Many trade shows have either gone out of business or seen a significant decline. Now, most attendees are job seekers or other vendors.

7. People subscribed to trade publications and carefully read them to stay up to date on their favorite industry.
   - VS
   - Today:
     - Trade publications have been losing subscribers and laying off staff, many of whom are now writing their own online blogs.
6 Evergreen Efficient Digital Marketing Strategies

Digital Marketing is a broad term that includes many various strategies & services, which when implemented efficiently in the right way will help in improving the online visibility of your website and will reach out to a vast target audience. Although there are many digital marketing strategies, a few of them stand out and are more crucial than the others to help in business growth.

Content Creation & Marketing
- Solid quality & relevant content is essential for the overall ranking of your website. Having exclusive content on the websites, blogs, infographics, etc., will bring out your brand’s USP to attract the user’s attention & improve your online market position.

Search Engine Optimization (SEO)
Using advanced SEO tools & strategies like On-Page SEO, Off-Page SEO, link building, etc., will put your website at a better place by generating more traffic, and in turn, improve your business prospects.

Social Media Marketing
- Social Media is a vital online marketing strategy that helps draw the attention of the target audience from various channels like Facebook, Twitter, YouTube, Instagram, LinkedIn, etc., to generate more web traffic.

Email Marketing
- Although not as fancy as social media, email marketing services are still one of the most conventional online marketing tools. A personalized & highly-effective e-mail is known to have higher-effective conversion prospects.

Paid Marketing
- CPC or PPC management services include advertising your brand to promote & get displayed on the search engine & many partner sites, by using Google AdWords, Bing Ads, Native Ads, and understand the ranking by using Google Analytical Tools.

Remarketing
- Remarketing is a smart way of connecting with the users who have already visited your website. The common remarketing services involve putting up static images, videos, ads, etc., in front of the audience to connect with them and enhance conversions.
LOW COST IDEA
Use Infographics and share share share!

Apply the newfound time you have behind your screen and put together what you most need to say in a fun, Marketable, shareable way.

Think about:
Email (It’s free and captivating if not boring)
Whatsapp (for the same reasons)
Facebook Messenger (For the same reasons)
LOW COST IDEA
Do something online!
Auctions
Live Chats
Music Shows

Staying in is the new going out, so
Get creative and Strategic about
your audience.

Things to think about:
Keeping it in line with your brand
Make sure it isn’t boring
Synergize with other brands
Seek out mutual “wins”
Timing and optimising views
THE 6 SOCIAL THOUGHTS
*Aim and Access
*Heart and Head
*Place and Post
*Play it Personal
*Refresh in Relevance
*Synergize Significantly
Meet Matthew

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Youth Leadership Development Facilitation (UFS 2003-2006)

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