

PIVOTING SALES & MARKETING CAMPAIGNS IN A PANDEMIC

11 CLEVER WAYS TO CONNECT BETTER IN UNCERTAIN TIMES



WE'RE IN THE MIDDLE OF A GLOBAL PANDEMIC

That means most companies are operating far from business as usual. Sales and marketing teams everywhere are challenged—*how do you stay top of mind when you're no longer a priority?*

The key is to provide value, and to do it in a way that is genuine and authentic to your brand. To help inspire you, we've created a list of 11 awesome ideas that we've either developed or curated from other thought leaders to help you stand out and connect better with your ecosystem during COVID-19.



1

RELIEVE CUSTOMERS' FINANCIAL BURDEN AND OFFER ADDITIONAL VALUE

HubSpot—ever a trailblazer—has made a number of changes to help customers adapt to these times. They're adding free tools, removing limits, and cutting the price of their Starter Growth Suite for the next 90 days. To provide greater clarity for customers, they've created a [landing page](#) complete with details and FAQs on how these changes will actually work.

With everyone online, our client, [BotRx](#), a web application security company that helps businesses defend against bot threats and improve operational effectiveness, is making its bot mitigation solution [free of charge](#) for six months to protect from automated bot attacks as companies across the globe face the effects of COVID-19.

ASK YOURSELF:

ARE YOU TUNING IN TO THE NEEDS OF YOUR CLIENTS? WHAT CAN YOU DO TO HELP ALLEVIATE SOME STRESS DURING THESE DIFFICULT TIMES?



2

SHARE YOUR EXPERTISE ONLINE

Webinars are quickly becoming a preferred way to share thought leadership—lots of people are online and looking for guidance.

One of our clients, [Construction Consulting Associates](#), a leading forensic engineering, architectural, and construction consulting firm, provides proactive planning for facilities as they deal with or plan for their workforce to return post-COVID-19. They moved quickly to compile a webinar with partners and a checklist of best practices regarding OSHA and cleaning requirements for their target market.

ASK YOURSELF:

WHAT EXPERTISE CAN I SHARE THAT WILL HELP PEOPLE THROUGH THESE UNEXPECTED TIMES?

3

IF WEBINARS AREN'T FOR YOU, TRY THESE INSTEAD

If webinars aren't your thing, host a Twitter chat, LinkedIn Live, a Town Hall, a Fireside Chat, or a Q&A that encourages the human connection and sparks conversation.

[Underscore VC](#), for example, hosted a [virtual event](#) via LinkedIn Live, complete with split-screen videos featuring several experts.

ASK YOURSELF:

HOW CAN YOU LEVERAGE TECHNOLOGY TO BRING EXPERTS TOGETHER OR TO HOST AN IMPORTANT DISCUSSION?



4

RECONNECT WITH YOUR NETWORK—THERE'S NO BETTER TIME THAN NOW

Review every connection you have on LinkedIn and reconnect (yes, even with those who you haven't talked to in years). We're all looking for more connection right now—why not use our current situation as a way to restart conversations? Don't forget to consider the relationship and how well you know them before reaching out. It's important to remain authentic.

Here's a draft message in case you need a little push:
[Name] - Hope you are faring okay through these crazy times. Touching base to say hello because I've been meaning to for a while. How are things going?

ASK YOURSELF:

WHO HAVE I BEEN MEANING TO TOUCH BASE WITH?
IS NOW THE TIME?

5 PUT A POSITIVE SPIN ON YOUR PR PITCHES

It may seem like COVID-19 stories have completely taken over the news cycle, but a lot of reporters are asking for pitches that have a feel-good or positive angle. The media knows they have to cover topics related to the virus, but they want stories that will give hope to their readers. Keep this in mind when you are considering reaching out to the media.

ASK YOURSELF:

WHAT CAN I PITCH THAT IS BOTH NEWSWORTHY AND UPLIFTING?



6 IF YOU'VE ALWAYS RELIED ON IN-PERSON EVENTS FOR 1:1 CONNECTION, TRY A VIRTUAL ONE INSTEAD

Host a discussion with your prospects or clients. Have breakfast (coffee and donuts!) or lunch (pizza!) delivered to their house to mirror a real-life conversation over a meal.

Our client, [NeuEon](#), a strategic technology advisory, is hosting a live virtual forum to field questions, offer timely and relevant insights, and help chart a course forward. It's an opportunity to come together with a team of trusted and seasoned technology advisors to share experiences, gather insights, and build community.

ASK YOURSELF:

WHAT SMALL GROUPS OF PEOPLE CAN I GATHER TOGETHER VIRTUALLY TO PROVIDE VALUE FOR THEIR BUSINESSES?

7

LET MR. POSTMAN TAKE CHARGE

Getting the mail can be the highlight of a house-bound work day. Do something creative with direct mail, like an Instacart or Peapod gift card or a gift card to a restaurant near them for when things turn around (double benefit to restaurants). Depending on how well you're connected, you can even send them things like dog bones, family games, or gardening supplies. Whatever you decide, personalization is key.

ASK YOURSELF:

WHAT CAN I SEND SOMEONE VIA DIRECT MAIL TO BRIGHTEN THEIR DAY?



8

LEVERAGE PROPRIETARY DATA TO GIVE PEOPLE INSIGHT INTO THE EFFECTS OF THIS PANDEMIC

Is it just us, or are you also glued to the news? We're all actively searching for more information about how this pandemic is shaping our world. Do you have any proprietary data that offers a glimpse into the realities of today, like usage data or purchase trends? Publish a report or share a post on social media with your data and any associated insights.

ASK YOURSELF:

WHAT MEANINGFUL NUMBERS DO YOU HAVE AT YOUR DISPOSAL THAT YOU CAN SHARE THAT ENABLE PEOPLE TO BETTER UNDERSTAND THE EFFECTS OF THIS CRISIS?



MAKE YOUR ABM APPROACH RELEVANT

Like all marketing strategies, your ABM approach is going to have to change. Consider offering prospects a gift card to Crate & Barrel to liven up their home office space or a gift card to Amazon to stock up on household items.



ASK YOURSELF:

WHAT KIND OF GESTURE WOULD BRIGHTEN YOUR DAY? NOW PASS THAT ALONG TO YOUR TOP PROSPECTS.



CREATE A RESOURCE PAGE WITH RELEVANT CONTENT FOR YOUR TARGET MARKET

While some organizations are scrambling to create content that will resonate during these difficult times, others have a treasure trove of resources that can be put to use...today. Organizations like [HubSpot](#) and [AMI](#) (Agency Management Institute) have created and curated resource pages that collect all relevant resources in one place. Bonus: More eyeballs on past content.



ASK YOURSELF:

CAN I PUT ALL RELEVANT CONTENT IN ONE PLACE TO MAKE IT EASIER FOR CLIENTS AND PROSPECTS TO FIND THE RESOURCES THEY NEED WHEN THEY NEED THEM?

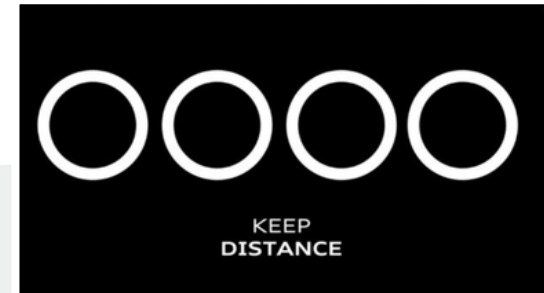
11

SHOW YOUR SUPPORT FOR SOCIAL DISTANCING

Giants like McDonald's, Nike, Audi, and Volkswagen are urging people to practice social distancing by creating ads that show their logos "distanced." Not only is it fun to see revised versions of these well-known logos, these brands understand that social distancing is top of mind for all of us.

ASK YOURSELF:

HOW CAN I HELP SUPPORT THE CAUSE AND DRIVE HOME THE IMPORTANCE OF SOCIAL DISTANCING?



Sources:

<https://www.cnn.com/2020/03/26/business/social-distancing-brand-logos-coronavirus/index.html>

<https://www.usatoday.com/story/money/2020/03/27/social-distancing-coco-cola-audi-others-change-logos-promote/2924274001/>

WE HOPE THIS RESOURCE SPARKED SOME CREATIVE IDEAS FOR YOU AS YOU NAVIGATE THE UNCERTAINTY OF TODAY.

Companies are navigating these unprecedented times differently based on a range of factors—some are continuing essentially “business as usual” and others are looking at how to shift near-term marketing. We can be a resource for you as you consider new approaches in marketing activities given today’s environment or for anything else marketing-related. [Contact us.](#)



13 Highland Circle, Unit G,
Needham Heights, MA 02494

Magnetude Consulting is a B2B marketing firm that works with entrepreneurial firms who want to grow more rapidly and compete more effectively. We help clients market the right way in today’s increasingly complex environment by providing fractional marketing department services with full-service capabilities spanning marketing strategy, digital marketing, demand generation, channel & sales enablement, content development and brand visibility.

info@magnetudeconsulting.com
www.magnetudeconsulting.com

