Marketing for a Successful Re-Opening
Welcome!

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Regional Market President

townsquare
media northern new england

Warren Daniel
Seacoast Regional Director

AMERICA'S SBDC
NEW HAMPSHIRE
NH Small Business Development Center
Agenda

- NH Small Business Development Center
- To Advertise or Not Advertise?
- Current Market Research
- Shifts in Media Consumption
- Consumer Journey
- Building New Trust
- 5 Steps to Create your Strategy
- Data is the New Certainty
COVID 19 ASSISTANCE & THE ROLE OF THE SBDC

➢ Individualized advising and educational programs to companies with less than 500 employees in any industry and at any stage, at no cost to businesses.

➢ A cooperative agreement with SBA, the State of NH and UNH.

➢ A resource partner of the SBA, with NH CWE and SCORE.

➢ Please connect with an advisor today for assistance!
NH SBDC Resources

- One-on-one business advising
- CARES Act
- NH Main Street Relief Fund with tight deadlines
- https://new-hampshire.secure.force.com/support/GOV_GOFERR_Business_Survey
- Importance of Marketing in downturns
To Advertise or Not Advertise?

YES, it’s not just appropriate, it’s more essential than ever and consumers agree

- 8% say they expect brands to stop advertising
  Global Webinedx, March 2020

- 86% say companies who advertise during a down economy are top of mind when it comes to making a purchase decision
  Advertising Specialty Institute, March 2020

- 86% say they feel better about company’s commitment to products and services when they advertise in a recession
  Advertising Specialty Institute, March 2020
Short & Long Term Benefits

Reasons to Continue Advertising During a Slowdown

Forbes, March 2020

LESS COMPETITION
With “less noise” in the market, brands that advertise stand to grow in sales during a slowdown and years after.

BRAND AWARENESS
Maintaining ad spend will strengthen market share during and after a slowdown.
Current Market Research
In mid-April, more businesses began focusing on grand re-opening strategies.
Marketing messages have changed. What product or service innovations will you continue or start offering?

<table>
<thead>
<tr>
<th>Change Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informed customers of new precautions being taken</td>
<td>60%</td>
</tr>
<tr>
<td>Adjusted creative messaging</td>
<td>51%</td>
</tr>
<tr>
<td>Offered new or different options to customers</td>
<td>46%</td>
</tr>
<tr>
<td>Replaced hard sales message to a more empathetic message</td>
<td>33%</td>
</tr>
<tr>
<td>Cut back print advertising</td>
<td>31%</td>
</tr>
<tr>
<td>Increased brand awareness messaging</td>
<td>30%</td>
</tr>
<tr>
<td>Cut back digital forms of advertising</td>
<td>25%</td>
</tr>
<tr>
<td>Stopped all advertising</td>
<td>21%</td>
</tr>
<tr>
<td>Cut back outdoor advertising</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>12%</td>
</tr>
<tr>
<td>We have not made any changes to advertising</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Borrell's SMB Business Panel, April 14-21 2020
### Preferred Content in Advertising

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Adjustments &amp; updates</td>
<td>44%</td>
</tr>
<tr>
<td>Indicating what you’re doing to help</td>
<td>24%</td>
</tr>
<tr>
<td>Compliance (clean, social distancing, etc.)</td>
<td>16%</td>
</tr>
<tr>
<td>Explaining actions to protect employees</td>
<td>13%</td>
</tr>
<tr>
<td>Empathizing</td>
<td>10%</td>
</tr>
<tr>
<td>Focusing on safety (e.g., Stay Home)</td>
<td>8%</td>
</tr>
<tr>
<td>Offering deals</td>
<td>8%</td>
</tr>
<tr>
<td>Community efforts</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Source:** Morning Consult, "Brand Management In the COVID-19 Era," March 28-29, 2020; N=2,100 U.S. adults

**Notes:**
- We’re Open!
- We’re Compliant!
- We’ve Got a Deal!
New updates, stricter regulations & growing concerns about the virus led to drastic changes in consumer shopping behavior in a matter of weeks

- 82% of consumers said concerns about the virus were affecting their shopping habits, up from 76% in March
- Frequenting new retailers more often.
- Remaining open to trying new brands & products

This is an opportunity for businesses to gain market share with new customers.
Media Consumption Shifts

TRADITIONAL & DIGITAL
TRADITIONAL MEDIA

% of Americans increasing use during COVID-19 pandemic

- Listening to radio
- Reading newspapers
- Reading magazines

DIGITAL MEDIA

People Are Spending More Time at Home and Are Entertaining Themselves Through Streaming, Social Media, Mobile Apps, etc.

- News websites are a preferred for breaking news
- Video streaming subscriptions usage surge
- In-person needs are being mostly replaced with social media
- Live sports viewing shifts to streaming video services & gaming
- Pay walls come down and premium content is offered for free
WHAT DOES THIS MEAN?
THE CONSUMER JOURNEY REMAINS

BUILD AWARENESS
Let customers know that you’re built to serve the community and how, whether that’s in the future or today.

GENERATE INTEREST
Your online audience today is more captive than they’ve ever been. Inform & educate consumers while in their homes consuming digital content, news & video through platforms like Facebook, Instagram, Hulu & Google.

CONVERT
Target consumers who are ready to buy now AND consumers who are forming their decision now.
1. Identify the innovations you’ve made to your products and/or services that you plan to keep or add

2. Finalize steps you’ll take to insure employee & customer health and safety at your physical site

3. Develop communication strategies for overcoming customer anxiety, concerns & hesitancy
5 Steps to Create Your Strategy
## 5-Step Marketing Strategy Model

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td><strong>Target</strong></td>
</tr>
<tr>
<td>2</td>
<td><strong>Benefits Sought</strong></td>
</tr>
<tr>
<td>3</td>
<td><strong>Competitive Perceptions</strong></td>
</tr>
<tr>
<td>4</td>
<td><strong>Positioning</strong></td>
</tr>
<tr>
<td>5</td>
<td><strong>Advertising &amp; Promotions</strong></td>
</tr>
</tbody>
</table>

### Target
Who is your customer?

### Benefits Sought
What does the target customer want?

### Competitive Perceptions
Who else can give your customer what they want?

### Positioning
What your customer wants most, that you can deliver as well, or better than their competition?

### Advertising & Promotions
Why should your customer want to do business with you? And why now?
BENEFITS TO THIS ANALYSIS

- You will stay closer to your budget.
- You’ll get what you really need.
- You’ll be less likely to buy things that you don’t really need.
How Townsquare Media Can Help
65% of Advertisers Agree to Focus Spend on Media that Can Show Direct Sales

Q9. How much do you agree with the following statements about how the Coronavirus (Covid-19) outbreak might affect the advertising industry?
Base: Total Respondents
TOWNSQUARE ANALYTICS

See the power of your marketing dollars & optimize to increase ROI
TOWNSQUARE MEDIA SOLUTIONS

FOUNDATIONAL SOLUTIONS
- Web Design
- Social Media Management
- Reputation Monitoring
- Search Engine Optimization (SEO)
- Directory Listings

MARKETING SOLUTIONS
- Radio
- Digital Targeting
- Social Media Advertising
- Email Marketing
- Pay-Per-Click Ads (SEM)
- Retargeting
TOP 3 TAKEAWAYS

1. Plan to Build New Trust
2. 5 Steps to Create your Strategy
3. Data is the New Certainty
For Additional Assistance

Ask Townsquare Media to review your digital presence and create your own Marketing Strategy Model

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Thank You!