

The Four R's of Crisis Marketing

Now

Reassure

2-4 weeks

77%

of consumers expect ads to show how brands are helping society, employees, and customers

Source: Kantar "COVID-19" Barometer, Mar 25 2020



Be Informative

Let your customers know if your goods and services are still available, if methods of commerce have changed, and if you are providing any added benefits to those who still transact with you. Be visible!



Be Aware of Needs

However tempting, no PR stunts or jumping on bandwagons. Talk about how you are helping, but make sure it aligns with your core values and is authentic. Authenticity trumps attention.



Build Trust

Finally, keep in mind that people are now exposed to many new brands, due to these unusual circumstances. Now is the time to build trust with your current and new customers.

Resume

2-4 months

+70%

increase in web browsing from countries in later stages of COVID-19

Source: Kantar "COVID-19" Barometer, Mar 25 2020



Focus on Win-Backs

Kick your win-back strategy into high gear through deals and discounts to people to either try the brand or come back to the brand. Win market share also on convenience.



Offer Even More Value

Find ways to offer greater value, as your customers are most likely economically challenged. Don't just offer short-term deals; create long-lasting value through subscriptions and loyalty programs.



Execute on Experiences

Finally, partner with Operations and other parts of the business to make sure your new normal (eCommerce, delivery, etc.) provides customers with flawless experiences. Win not just on value, but also on convenience.

mid 2020

Recover

3rd-4th quarter

6 months

how long many believe their spending will take to return to normal

Resonate, March 2020



Build the Brand

During the crisis, people had to be scrappy. They tried new brands and new products. Remind your markets how you fit into their lives.



Invest In Virtual

Virtual and digital commerce was growing, but now it's fully here. Even the laggards have experience. You must invest in your ecommerce and digital messaging to remain relevant.



Highlight Advocates

When people are weary, they need to hear from trusted sources. Give your brand advocates a platform to talk about your brand.

Ramp Up

Start now for 2021

12.7%

expected increase in digital ad spend from 2020 to 2021

Source: eMarketer, March 6, 2020, How Covid-19 Will Change Facebook and Google Duopoly



Know Your Customer

Brands that can empathize will win the day. Customers will come out of this needing care and comfort, so get your customer data platforms in place.



Go Fully Digital

Your digital media presence is now more important than ever. Your messaging needs to be in the right place for the post-crisis consumer.



Unleash Employees

Those employees still with you are loyalists. Plan how you will give them opportunities to help build the business back. They are hyper-credible and eager to help.

2021