WBON Spring Conference
May 19, 2020

MARKETING PARTNERS

How to Adapt Your Marketing Now & Beyond the Current Crisis

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Marketing Partners, Inc.

First, Some Notes & Context

- We're going to cover a lot quickly, so we have ample time for Q&A.
- Christie Garofano is going to help us as moderator, so post your questions into the Chat as they arise. We don't want to miss something important to you.
- Don't worry about writing things down or capturing the details – the resource links and data we show you are at the end of the presentation, which will be sent to you afterwards.
- **Our focus is on marketing writ large**:
  That is, anything and everything you do, paid or unpaid, to communicate and promote your product or service.

Overview

1. What's changed, what's different in marketing
2. How to adapt now
3. Looking forward – with a focus on how to engage every potential customer with inclusive language and design
4. Q&A

1. What's Different?

Covid-19 has changed everything.

What's Different?

It varies – by state and industry

Responses by Geography and Sector

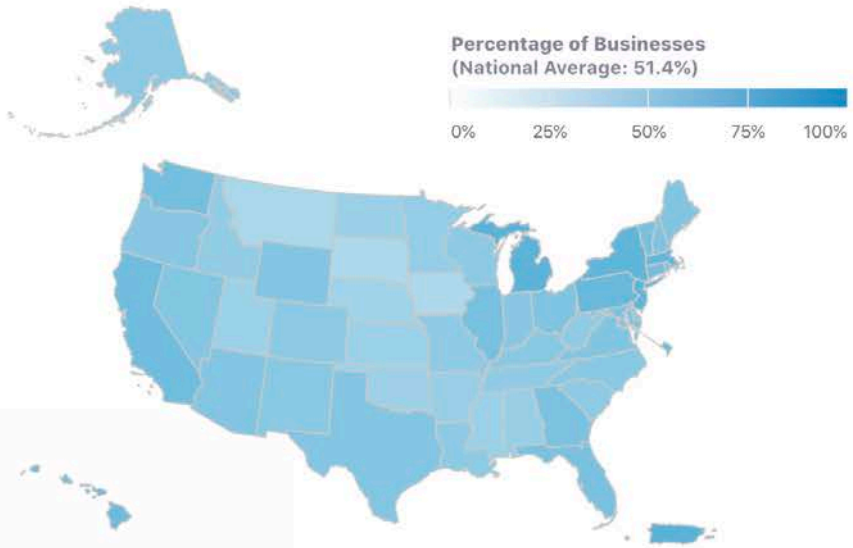
Need help understanding this page? Download the Visualization Guide

Survey Question: Overall impact

Survey Answer: Large negative effect

Overall, how has this business been affected by the COVID-19 pandemic?

Data collected Apr 26 to May 2



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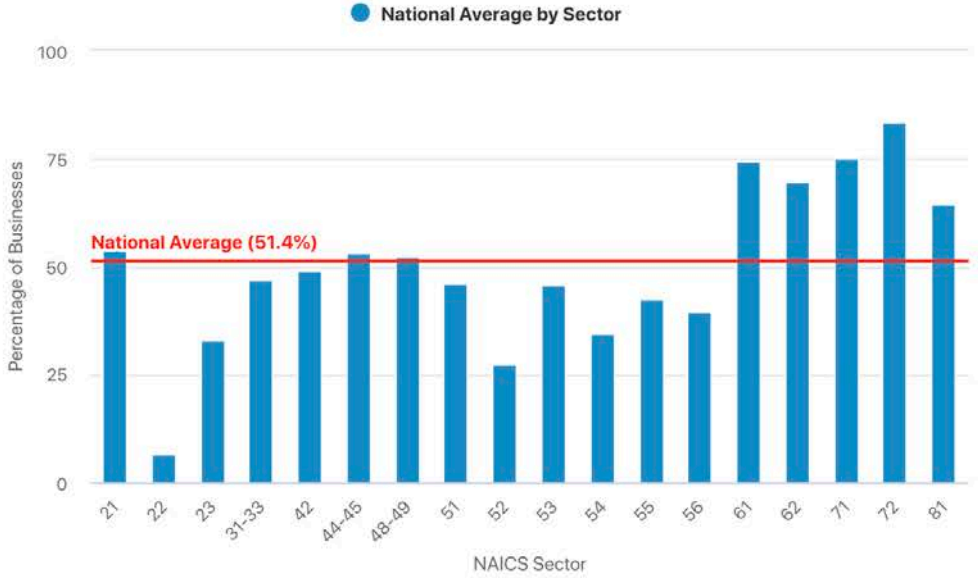


Source: U.S. Census Bureau – COVID-19 Small Business Pulse Survey https://portal.census.gov/pulse/data/

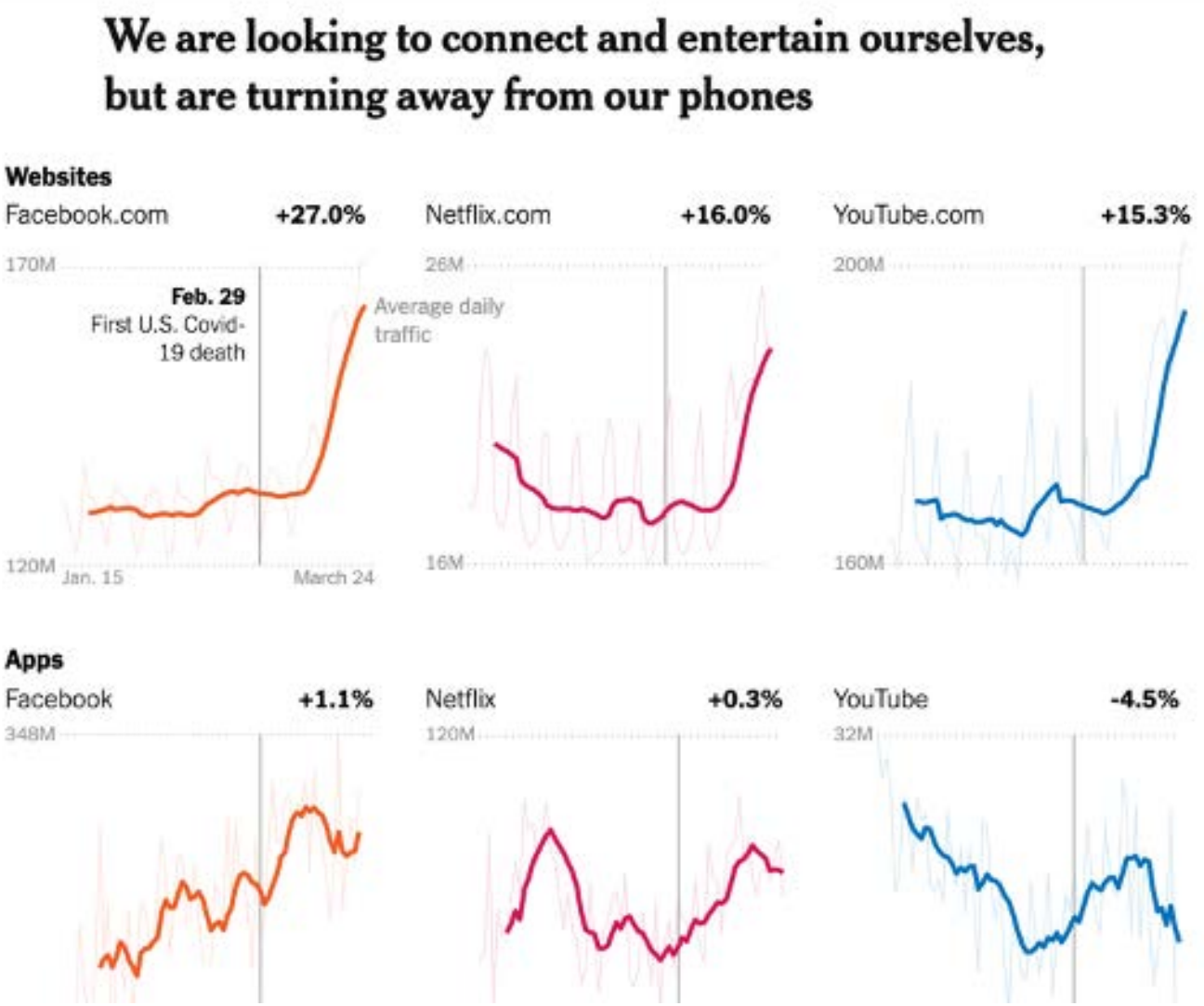
What's Different?
Where we are spending our time

According to Forbes, Americans are consuming
70% more content online.

Source: Forbes

What's Different?

Which devices we are using



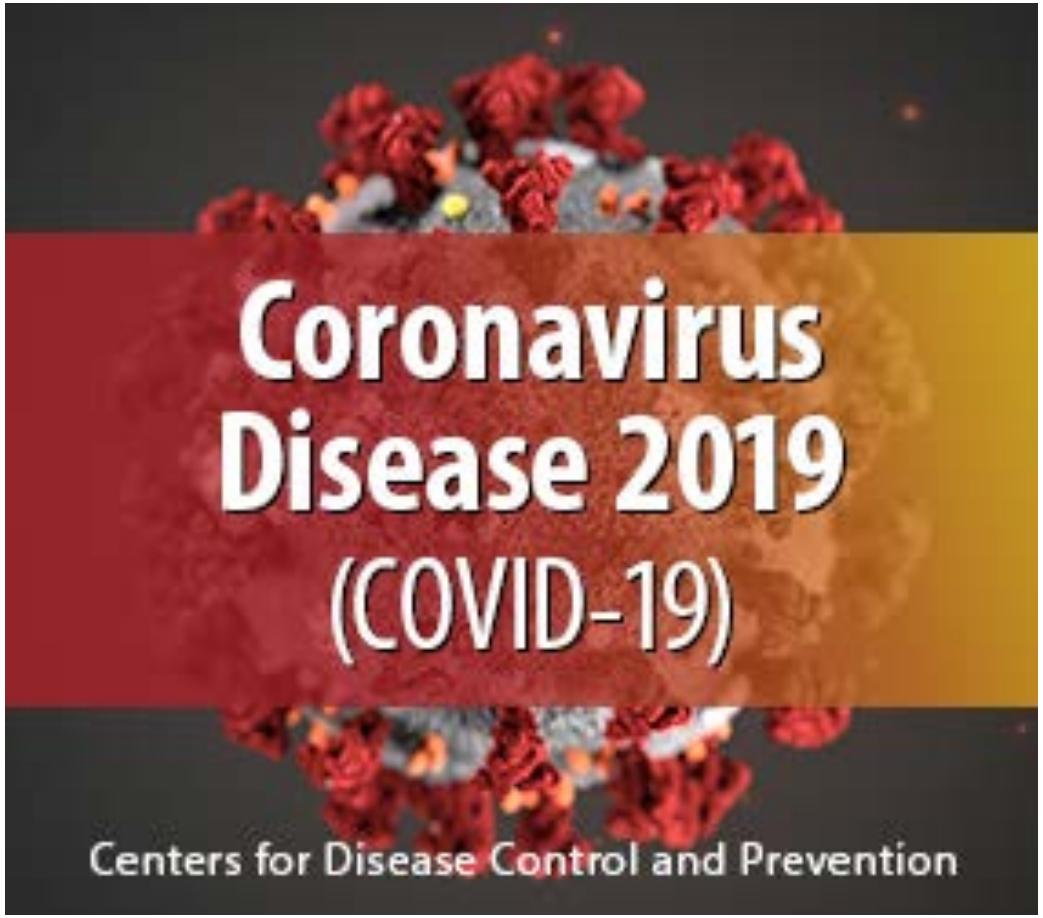
Source: NYTimes, April 7, 2020. Sources: SimilarWeb, Apptopia

What's Different?

What we are interested in

COVID-19 News!

- 92% news / media coverage Jan. – April
- 72% news / media coverage May



Source: Cision Media Insights, COVID-19 | WEEKLY UPDATE MAY 12, 2020

What's Different?

Social media platforms are booming in their total daily users.

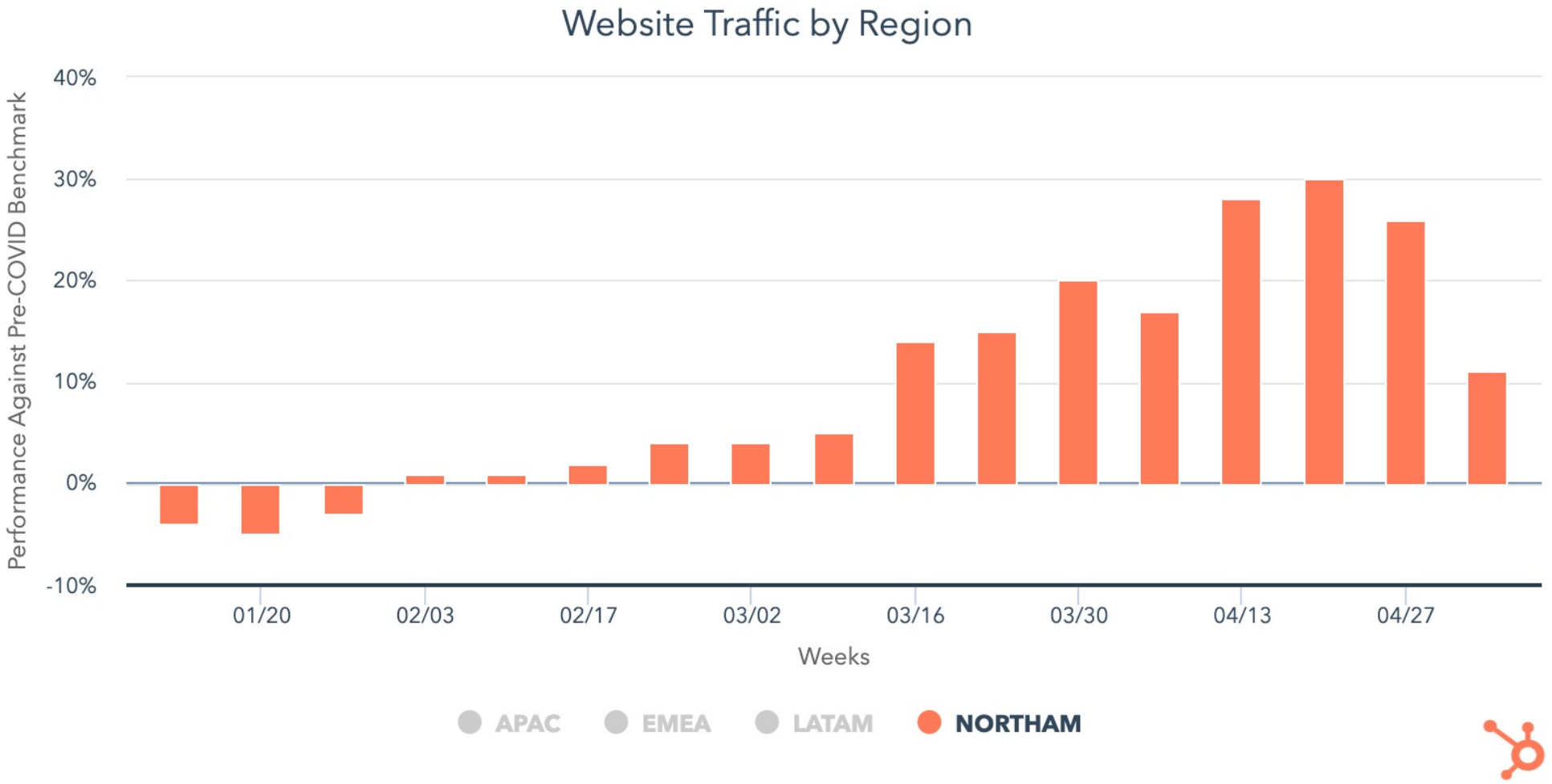
Over the last quarter:

- Facebook (including Instagram) had a 9% increase in daily users
- Twitter around 11% increase, and
- Snapchat experienced an increase of 20% in daily user level.

Source: P.K. Kannan, Ph.D., the Dean's Chair in marketing science in the MBA program at the University of Maryland, interview 5/12/20.

What's Different?

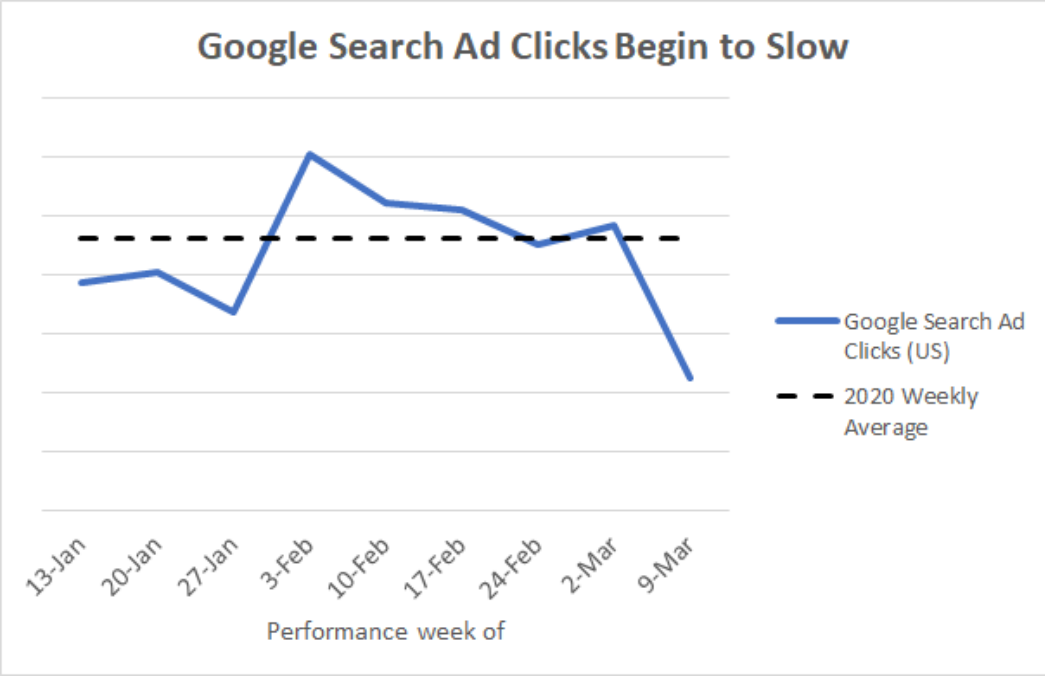
Website traffic by region

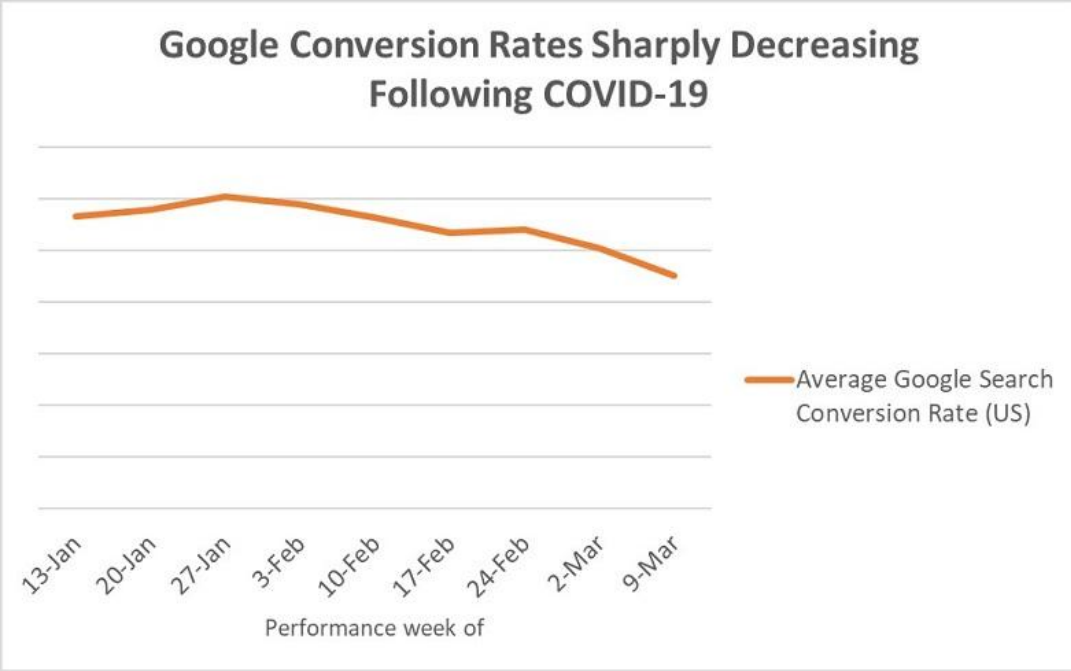


Source: COVID-19 Marketing and Sales Benchmark Data - HubSpot

What's Different?

Google search ads

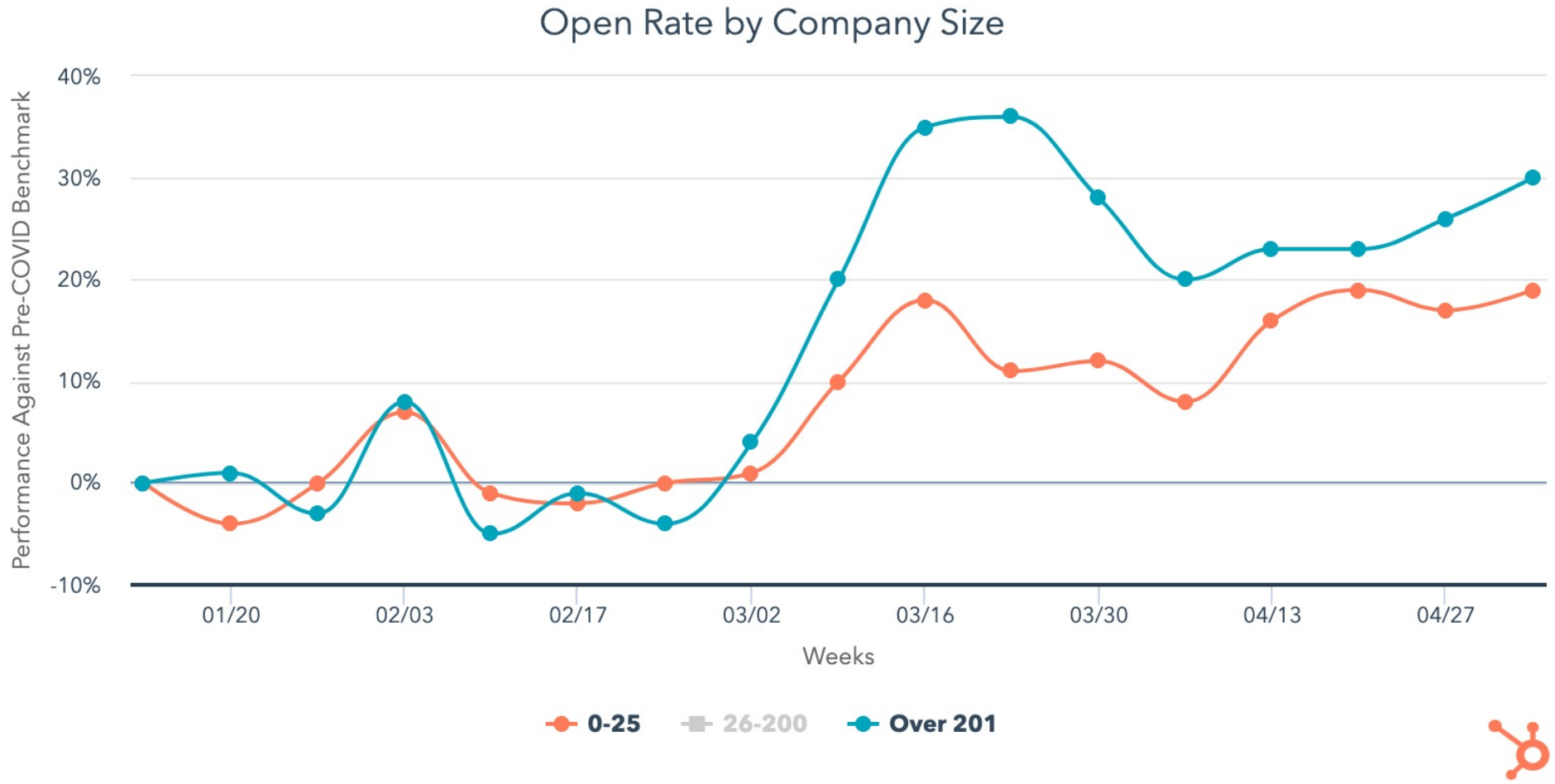




Source: COVID-19 Resources Hub - Google Small Business

What's Different?

Open rate by company size



Source: COVID-19 Marketing and Sales Benchmark Data - HubSpot

2. How to adapt now

Knowing your customers and values match are key

Two-Step Process for Knowing Your Customers and Demonstrating Alignment

STEP #1: Focus clearly on WHO you are speaking to, their concerns and priorities *now*

STEP #2: Think through …

- WHAT message (or educational content) will resonate
- HOW you should say it to communicate with empathy and clarity
- WHERE you should be visible to reach your people now

"It's not only WHAT you say,
but HOW you say it, and WHERE you say it."

How to Adapt > Tone

Keep a positive, inspirational, and helpful tone. Avoid being humorous, witty, or casual.

Denny's provides a good example of deviating from their normally playful and pun-filled tone (see left) to a more serious one (right).

How to Adapt > Ease Up on Urgency

Nothing is as urgent as COVID-19, and this type of tone is more likely to cause you to come off as unaware or ignorant.

“Call now” or “Register now” buttons are fine; but excitement - or scarcity-driven copywriting, like “Don’t miss out!” or “Grab your spot before it’s too late!” is not going to resonate with consumers or businesses right now.

How to Adapt > Match Message and Placement

Burger King

Burger King

Source: *News Outlets Want More Advertisers to Act Like Burger King*, NYT 5/7/20

How to Adapt > Avoid insensitive words

You know not to use overt puns, but keep in mind that there are several words and phrases that prior to COVID-19 were completely harmless.

For example:

- Killer (as in a “killer deal”)
- Contagious (“how to create contagious content”)
- Health or checkup-related terms (“give your budget a pulse check”)
- Spread
- Contagious
- Infectious
- Viral
- Gather

How to Adapt > Take a supportive or neutral stance

If your business is still operating and relevant, be careful with your positioning. For example, among the Federal government's COVID-19 measures is a steep interest rate cut.

For mortgage brokers, “Take advantage of the low interest rate now!” conveys an inappropriately exciting message. On the other hand, “Let us help you navigate the unstable economy” offers security and respects the gravity of the situation.

Use: “contribute,” “connect,” “play a role,” “navigate,” “cope,” “respond”

Do not use: “capitalize,” “advantage,” “offer,” “gain,” “profit”

Be careful with: “opportunity,” “make the most”

How to Adapt > Proper grammar and style guidelines

Small details matter. For example, “the governor put a shelter in place for the city” means a shelter was put into place and even implies a gathering. To clarify, for this example:

Shelter in place is a verb (action)*: "We advise you to shelter in place."*

Shelter-in-place is an adjective (description): *"We’ve instituted a shelter-in-place policy."*

Two great tools that we can suggest:

Topical Guide on COVID-19: This simple yet super-helpful guide was created by the Associated Press to help with coverage of the coronavirus.

Grammarly: This is a contextual editor that catches important fixes that slip past regular spell check. It’s a free plugin you can download and use across all applications.

Source: Coronavirus Topical Guide – Associated Press Stylebook

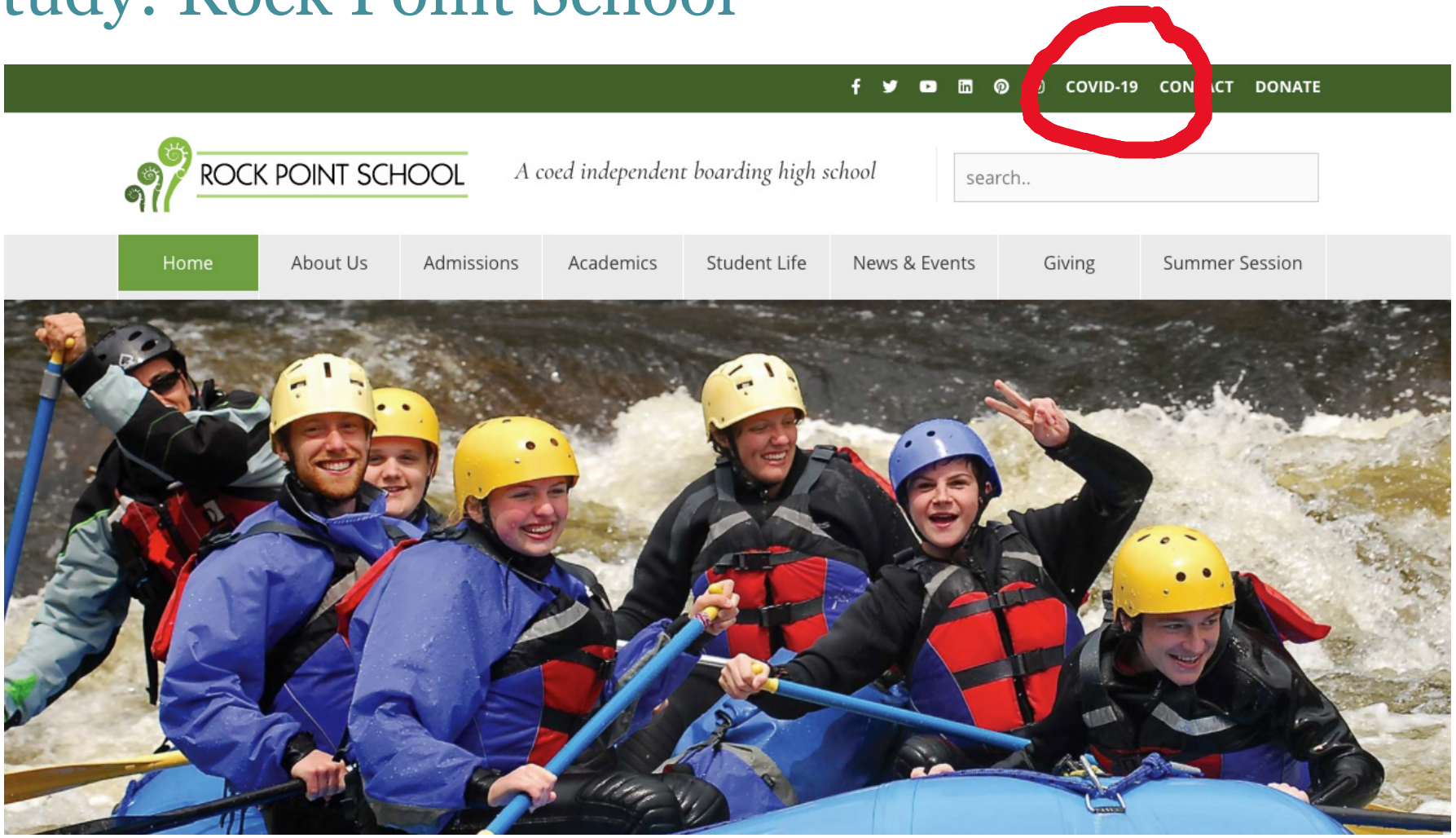
Case Study: Pulling it All Together — Rock Point School, estab. 1932

An intentionally small, coed, independent boarding school, Rock Point had to quickly transform from an on-campus residential community and classroom setting to remote learning delivery for teenagers suddenly sent home.

- Made communication a priority for students, faculty, and families
- *Physically Distant, Still Deeply Connected* – the title of an early blog post that captures the feeling of the close-knit school community and set a tone sustained consistently through the pandemic to date
- Successfully implemented a planned new website with a subtle but complete section on Covid-19
- More frequent blog and news posts
- Modified paid advertising program
- More frequent social media posts to keep the school community connected and sharing experiences

Case Study: Rock Point School

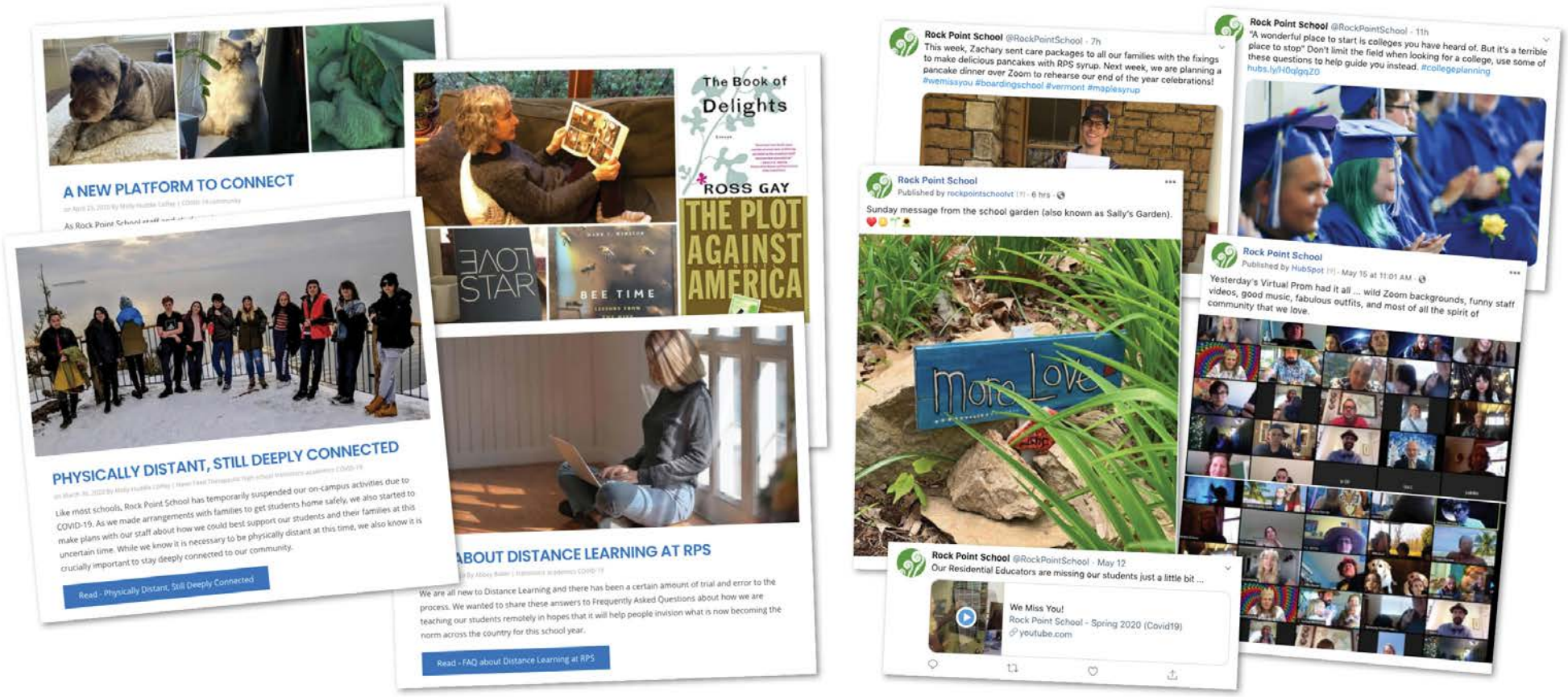
Website



Source: https://www.rockpointschool.org

Case Study: Rock Point School

Events and social media



Source: https://www.rockpointschool.org/news-events and Rock Point School Facebook and twitter posts

3. Looking forward –

How to engage *every* potential customer with inclusive language and design

Looking forward

Communicating to *all* people

Sometimes we have to experience something first-hand to understand it fully

Inclusive language and design

Amidst the pandemic, we have new empathy and understanding for everyone in our community, which is the perfect place to start for communicating in this time and going forward.

Consider the barriers some may have to receiving your message.

These can include:

- physical
- psychological

"More than 61 million people, 26 percent (one in 4) of adults in the United States have some type of disability." – CDC, 2018

Source: https://www.cdc.gov/ncbddd/disabilityandhealth/infographic-disability-impacts-all.html

"Inclusion is the process.
Diversity is the result."

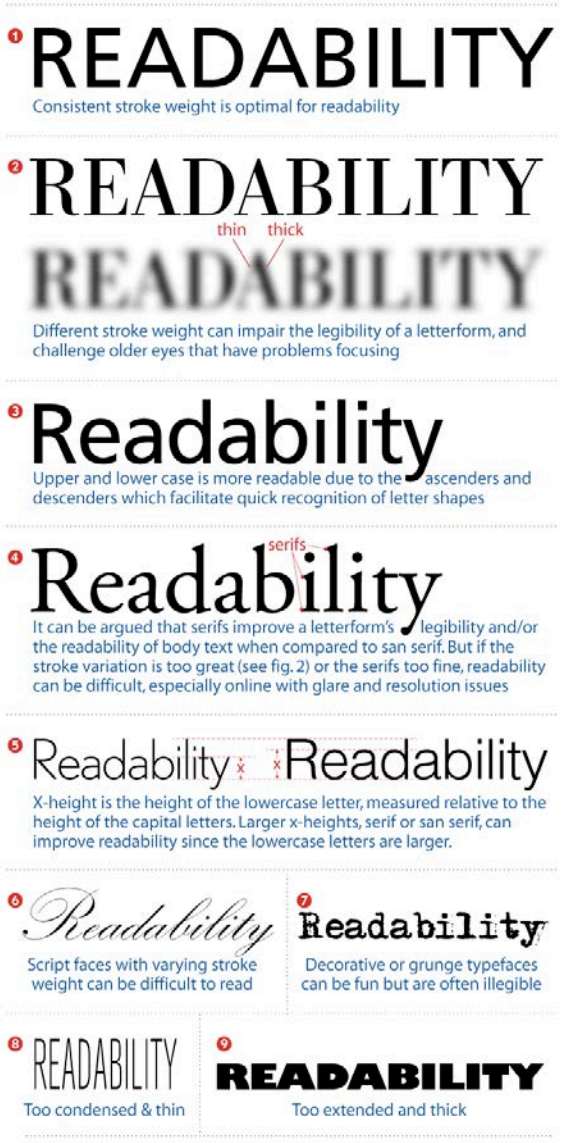
MaryAnne Howland
Founder & CEO, Global Diversity Leadership Exchange

Looking forward – your top 4

Accessible and inclusive design and language practices for your communication

Top 4 areas to remember

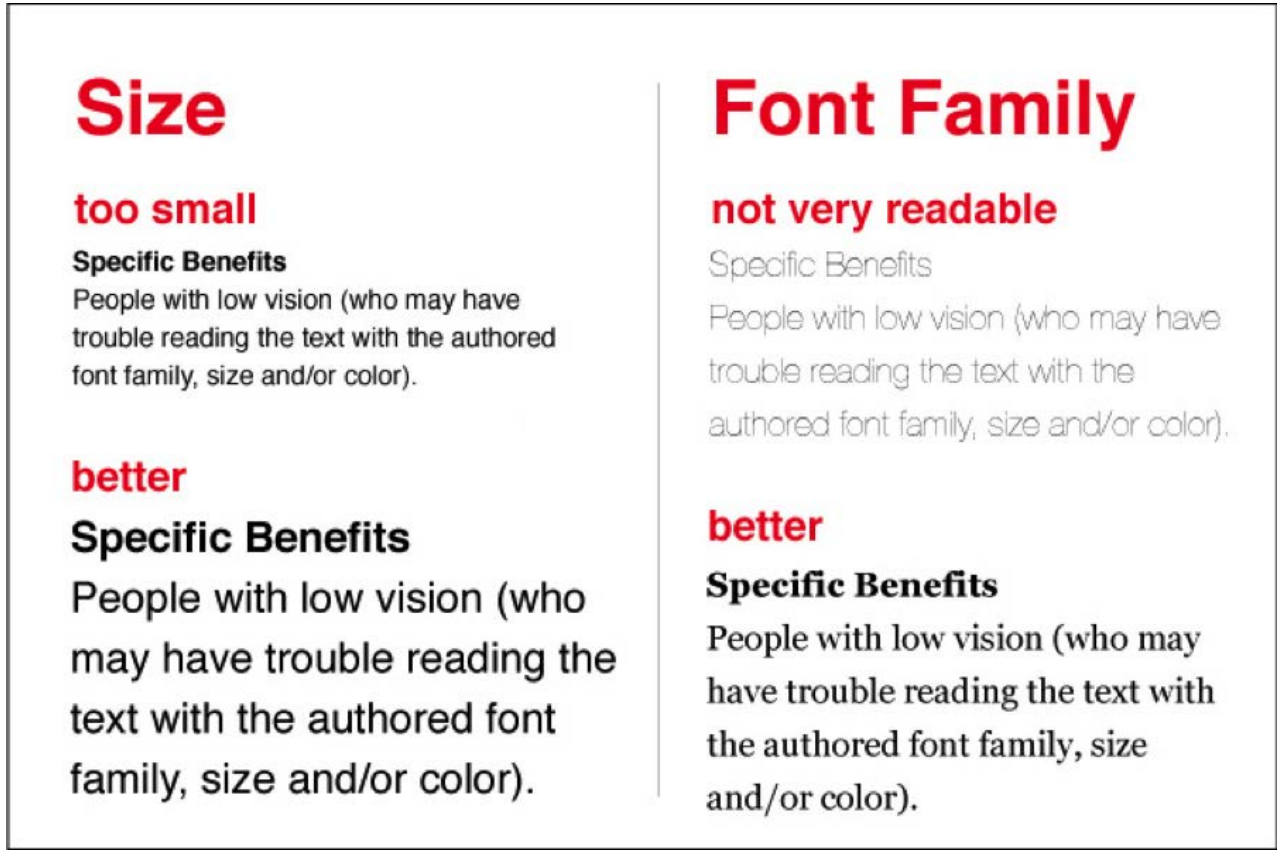
- Text
- Images
- Videos
- Visual hierarchy



Inclusive & Accessible: Text

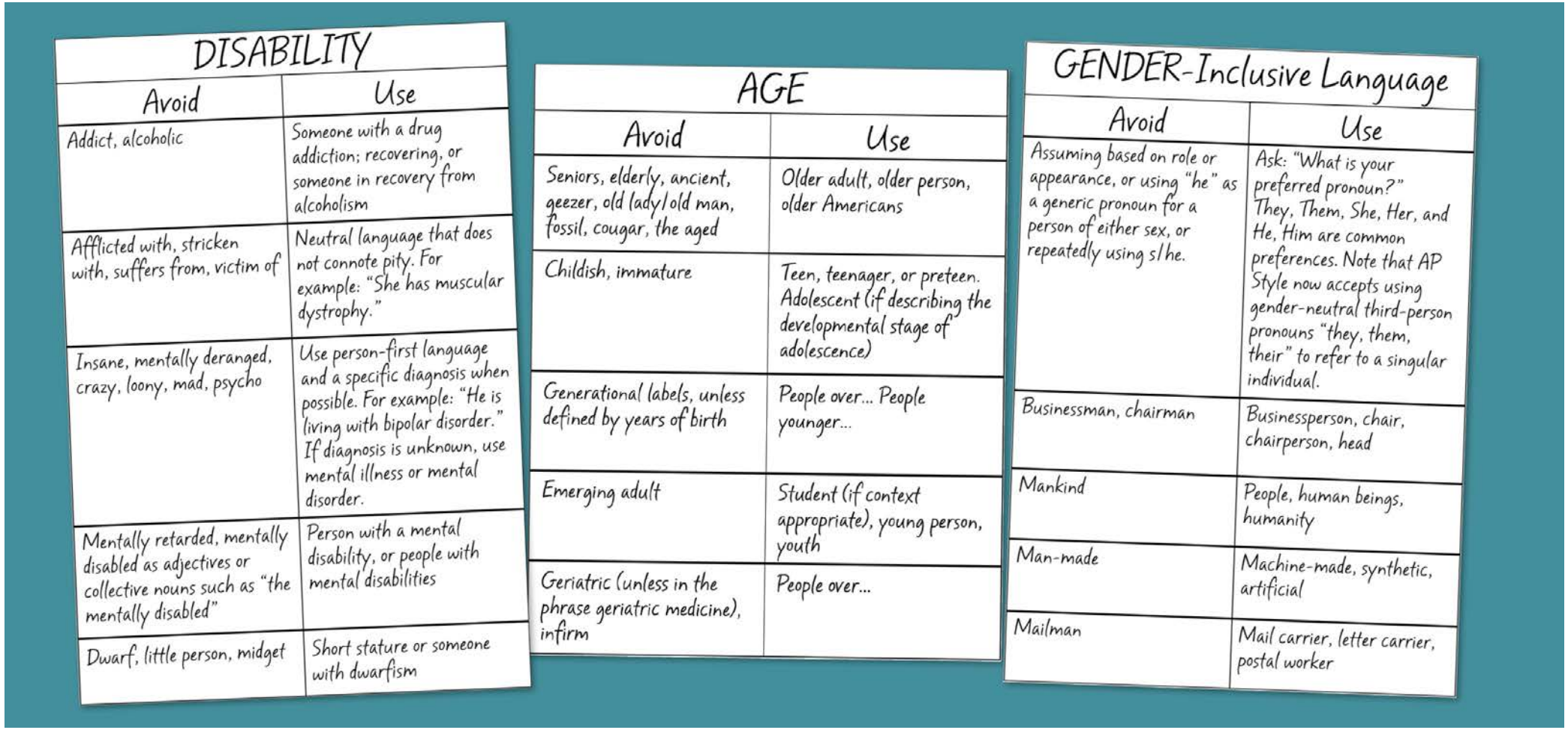
Areas to consider

- Size
- Color contrast
- Typestyle choices
- Words / content



Inclusive & Accessible: Language

Words / content



DISABILITY

Avoid	Use
Addict, alcoholic	Someone with a drug addiction; recovering, or someone in recovery from alcoholism
Afflicted with, stricken with, suffers from, victim of	Neutral language that does not connote pity. For example: "She has muscular dystrophy."
Insane, mentally deranged, crazy, loony, mad, psycho	Use person-first language and a specific diagnosis when possible. For example: "He is living with bipolar disorder." If diagnosis is unknown, use mental illness or mental disorder.
Mentally retarded, mentally disabled as adjectives or collective nouns such as "the mentally disabled"	Person with a mental disability, or people with mental disabilities
Dwarf, little person, midget	Short stature or someone with dwarfism

AGE

Avoid	Use
Seniors, elderly, ancient, geezer, old lady/old man, fossil, cougar, the aged	Older adult, older person, older Americans
Childish, immature	Teen, teenager, or preteen. Adolescent (if describing the developmental stage of adolescence)
Generational labels, unless defined by years of birth	People over... People younger...
Emerging adult	Student (if context appropriate), young person, youth
Geriatric (unless in the phrase geriatric medicine), infirm	People over...

GENDER-Inclusive Language

Avoid	Use
Assuming based on role or appearance, or using "he" as a generic pronoun for a person of either sex, or repeatedly using s/he.	Ask: "What is your preferred pronoun?" They, Them, She, Her, and He, Him are common preferences. Note that AP Style now accepts using gender-neutral third-person pronouns "they, them, their" to refer to a singular individual.
Businessman, chairman	Businessperson, chair, chairperson, head
Mankind	People, human beings, humanity
Man-made	Machine-made, synthetic, artificial
Mailman	Mail carrier, letter carrier, postal worker

Source: https://www.marketing-partners.com/guide-to-inclusive-language

Inclusive & Accessible: Images

Areas to consider

- Alt text
- Optimized for speed
- Inclusive subject matter, *not like this example?* →
- Avoid bias

Sample alt text: young people in a kitchen preparing a meal together

Inclusive & Accessible: Video

Areas to consider

- Include controls for all media
- Captioning
- Link to audio transcript

Inclusive & Accessible: Visual Hierarchy

Areas to consider

- Remember ‘above the fold’
- The power of H1
- Clear CTAs
- Responsive design

Heading 1

Heading 2

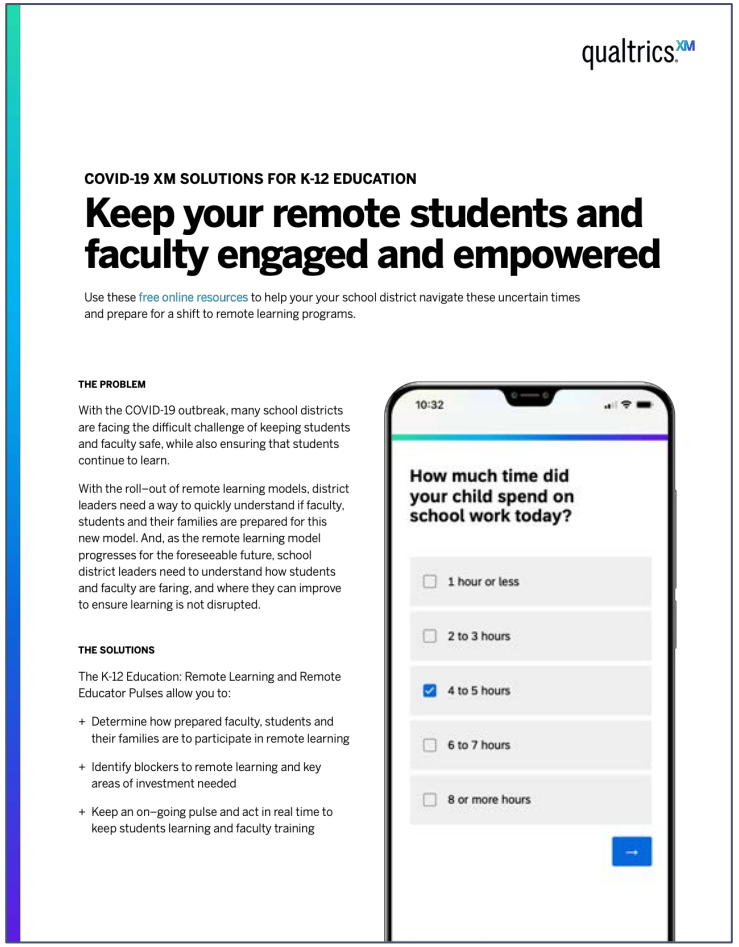
Heading 3

Heading 4

Heading 5

Overall, simple is best

- Ticks the boxes for accessible and inclusive design and language
- *All* potential customers will appreciate your easy to read/navigate/understand inclusive communication pieces
- You can do this!



qualtrics XM

COVID-19 XM SOLUTIONS FOR K-12 EDUCATION

Keep your remote students and faculty engaged and empowered

Use these free online resources to help your your school district navigate these uncertain times and prepare for a shift to remote learning programs.

THE PROBLEM

With the COVID-19 outbreak, many school districts are facing the difficult challenge of keeping students and faculty safe, while also ensuring that students continue to learn.

With the roll–out of remote learning models, district leaders need a way to quickly understand if faculty, students and their families are prepared for this new model. And, as the remote learning model progresses for the foreseeable future, school district leaders need to understand how students and faculty are faring, and where they can improve to ensure learning is not disrupted.

THE SOLUTIONS

The K-12 Education: Remote Learning and Remote Educator Pulses allow you to:

+ Determine how prepared faculty, students and their families are to participate in remote learning
+ Identify blockers to remote learning and key areas of investment needed
+ Keep an on–going pulse and act in real time to keep students learning and faculty training

Example: COVID-19_XM_Solutions_for_K12_Education_one-pager.pdf

Resources: What's changed

- U.S. Census Bureau – COVID-19 Small Business Pulse Survey https://portal.census.gov/pulse/data/
- COVID-19 Resources Hub - Google Small Business https://smallbusiness.withgoogle.com/news/resources-for-smbs-impacted-by-coronavirus/
- COVID-19 Marketing and Sales Benchmark Data — HubSpot https://www.hubspot.com/covid-data
- Coronavirus Topical Guide – Associated Press Stylebook https://www.apstylebook.com/topical_most_recent
- Free print and social media templates using Covid-19 information from the World Health Organization. – Canva https://about.canva.com/coronavirus-awareness-collection/
- Statistics for people living with disabilities https://www.pewresearch.org/fact-tank/2017/04/07/disabled-americans-are-less-likely-to-use-technology

Resources: Inclusion and Accessibility

- **Guide to Inclusive Language**
  https://www.marketing-partners.com/guide-to-inclusive-language
- **Is There Gender Bias in Your Communication?**
  https://www.marketing-partners.com/conversations2/is-there-gender-bias-in-your-communication
- **On the Power of Words, Labels and Language: Do No Harm**
  https://www.marketing-partners.com/conversations2/on-the-power-of-words-labels-and-language-do-no-harm
- **Is Your Communication Bias-Free and Inclusive?**
  https://www.marketing-partners.com/conversations2/is-your-communication-bias-free-and-inclusive
- **Web Accessibility and You: Why It Matters**
  https://www.marketing-partners.com/conversations2/web-accessibility-and-you-why-it-matters
- **Conquer Your Website Design Accessibility and Inclusion Challenge**
  https://www.marketing-partners.com/conversations2/conquer-your-website-design-accessibility-and-inclusion-challenge
- **Vision Changes: Typography for Aging Audiences**
  https://www.marketing-partners.com/conversations2/vision-changes-typography-for-aging-audiences
- **Are Your Branding Colors Web Accessible?**
  https://www.marketing-partners.com/conversations2/are-your-branding-colors-web-accessible

4. Questions?

Thank You!

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