



Covid-19 and the State of Marketing

Transforming What You Do and How You Promote Your Business

Presented By:
Monica Stoneking



Brands that Have Shifted/Benefitted

Walmart 

HyVee®

DM.
dipasquale | moore
INJURY ATTORNEYS

amazon 


zoom



NETFLIX


Domino's®

Brands in Danger



Party
City



JCPenney

Hertz

StubHub



Neiman Marcus



What is a Brand?

- The sum total of the experiences your customers and potential customers have with your company.
- A strong brand communicates what your company does, how it does it, and at the same time, establishes trust and credibility.



What Now?





What to Do

- Understand the Challenges Your Customers Are Facing
- Learn How to Communicate with New Customers
- Communicate Clearly About Any Changes
- Create Content That's Valuable for Your Customers



What to Do

- Answer Specific Questions
- Optimize for Multiple Channels
- Create a Seamless Customer Experience
- Collect Data to Determine What's Working

Going Virtual





Going Virtual

- Decide what your virtual event *needs* to be.
- Think of your event as a global one.
- Partner with someone who knows what they're doing.
- Make it easily accessible/available.
- Make room for networking.

Promoting Your Virtual Event



- Brand your virtual event memorably
- Create a multi-faceted marketing plan (website, social media, email marketing, paid media, etc.)
- Build a dedicated website or landing page for your event
- Send a save the date email for your event
- Create and launch a social media plan
- Announce your agenda or event programming
- Find event ambassadors and leverage speakers to promote event
- Keep promoting even on the day of your event



Are You on the Right Path?

- Have you adapted?
- Do you have a strategic plan?
- Do you have a needed product or service?
- Do you have a solid brand?
- Do you have consistent messaging – across all platforms?
- Do your customers receive value?



QUESTIONS?

Monica@StonekingConsulting.com

www.stonekingconsulting.com

816-808-9101