

Marketing During the Covid-19 Crisis: The Demand:Delivery Marketing Matrix

Where Does Your Business Fall in This Covid Marketing Quadrant Right Now?

The difficulties and uncertainty created by the Coronavirus crisis are unprecedented. In our digitally connected world, communication with customers is not only possible, it is vital—both to enable your business to survive the crisis, and to let you help others survive it as well.

HIGH DEMAND EASY DELIVERY

People **WANT** and **CAN EASILY GET** your product/service.

Why High / Easy?

Your offering is more in demand right now because it fills a temporary situational need and/or competitive offerings are less available. **Example: grocery store coffee vs. coffee shop.**

Why Marketing Matters Now:

"Brands that fail to serve the greater good could lose customer loyalty." (AdAge, 03/27/20) To help your brand command post-crisis loyalty, don't just make a profit—make a difference. And have your marketing amplify awareness.

✓ How To Do It:

Let people know how you're helping—without patting yourself on the back. Whether it's helping your own employees, your community, or even other businesses, be sure to include that messaging in your social, digital, PR, email and other channels.

HIGH DEMAND DIFFICULT DELIVERY

People **WANT** but **CAN'T EASILY GET** your product/service.

Why High / Difficult?

Your offering is always in demand BUT it is difficult or impossible to deliver right now (supply shortage, delivery channel difficulties, forced brick-and-mortar closure, etc.). **Example: hair salons.**

Why Marketing Matters Now:

Expecting customers to return after the crisis may be a false hope. As they get used to life without your offering, they may evaluate future usage.

✓ How To Do It:

To maintain those valuable relationships, stay top of mind in a helpful, non-salesy way. Whether it's simply staying in touch ("we miss you too" social posts, emails), offering virtual expertise (online classes, live streaming), or developing alternate delivery options (mailing DIY kits), make this time count with marketing channels that support your approach.

LOW DEMAND EASY DELIVERY

People **CAN'T USE** but **CAN EASILY GET** your product/service.

Why Low / Easy?

Your offering lacks awareness or temporary situational need because the crisis makes it harder to see or interact with, and/or financial worries preclude purchase. **Example: car dealerships.**

Why Marketing Matters Now:

As you develop alternate offerings to spark demand, be sure to expand your messaging beyond existing customers. Even if alternate offerings are not possible, you don't want to be forgotten about.

✓ How To Do It:

Targeted digital advertising, social and emails can alert potential customers about your new offering. And if there isn't a new offering, consider investing your efforts in thought leadership PR—so that when your market is ready, you are remembered as the expert source.

LOW DEMAND DIFFICULT DELIVERY

People **CAN'T USE** and **CAN'T EASILY GET** your product/service.

Why Low / Difficult?

The crisis makes buying, reaching and/or utilizing your offering extremely difficult or impossible. **Examples: sporting events and trade shows.**

Why Marketing Matters Now:

When the crisis is over, people will be loyal to brands who helped make a difference. Maintaining an emotional connection during this time is crucial.

✓ How To Do It:

Even if you can't sell right now, you can build equity by pitching in and providing unexpected assistance. Stay in touch with your customers to maintain connection—even if your messaging consists of team status updates and offers to help. This is also a time to be investing in thought leadership PR and upgrading your brand foundation—so when the market is ready, you will be, too.

FOR MORE INFORMATION ON CRISIS MARKETING, CONTACT:

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