

How are your marketing goals being impacted by COVID-19?

These are strange times aren't they. Most of us are working from home, Zoom, Webex and Teams have become our new go to tools to keep us connected and productive. So late last year we all pulled our B2B marketing plans together, outlining our marketing goals for 2020 to support the objectives of our businesses. With what we know now and how COVID-19 has impacted the world, I wonder how we feel about these goals, are some of them more or less relevant now and in what ways do we need to amend them? Let's look at a few common goals...



Acquiring New Customers

This tends to be the fundamental objective for your marketing efforts but can be easily impacted negatively. Many companies will postpone decisions until better times, others may simply stop any purchasing of non-essential services. Working with sales, it is important for marketers to assess the joint sales pipeline and recognise the realities of the situation. Those that are postponing purchasing processes need to be put into a meaningful nurture program. Let's face it, they had a need or a challenge to solve – they are not suddenly not interested in solving it. It is just a case of readiness to do so. A nurture program that keeps the prospect interested, educated and your company front of mind is important.

Generate leads (or opportunities)

This is a real-time measurement of marketing effectiveness and often done using a variety of methods. As we are all experiencing, physical events are now a no go – so any planned event budget spend needs to be considered as to how it can be redeployed to other channels to best effect – most likely digital to pick up any slack. With many people working at home and permanently connected to the web – virtual events and virtual education sessions are of noteworthy consideration. Let's not forget email, and social media as we are checking our phones and computers more than ever in these times.

Reduce churn (or retaining customers)

This goal becomes more critical than ever now. As marketers now is the time to show the customer love and attention and focus on what is important to them. Programs that seek to educate in terms of best practices or where the product is going in 2020 and beyond are good ways to add value. If your business has benchmarking or assessment services these again can be brought to bear to add value to your customers in difficult times.



Up-sell and cross-sell

If you have an established set of customers, a great way to grow is to sell more of the same product to existing customers (up-sell) or sell new solutions to existing customers (cross-sell). In today's trying times this objective should become even more of a focus. How is COVID-19 impacting your customers? Are there aspects of your services or solution that can genuinely help them? This might sound obvious, but often we don't have the time to put as much energy into this task as we should. Net new names are sexier – is no longer true.

Improve awareness

Raising awareness is a goal of your marketing, and no more so than now, but it is often challenging to measure. That said, with WFH firmly in place now may be a good time for some audience building on linkedin, twitter and others as well as driving positive media mentions.

Launch a new product or solution

Bringing new solutions to market helps drive growth for your company but is now the right time? The short answer is there is no easy answer – it depends what your new product / solution is and what problems they solve. Even if now is not the right time, it is probably a good time to elicit feedback, complete research or maybe tease your prospective audience with what is coming down the track.

Increase web traffic

Your website is a barometer of your marketing activities. Ensuring adding new content at a regular cadence and integrating this with your social media strategy should be at the heart of what you are doing right now. However, it is important you have quality indicators in place so that you can measure qualified traffic, bounce rates, conversions, time on page, or similar metrics to ensure that you have got the right visitors to come to your website.

