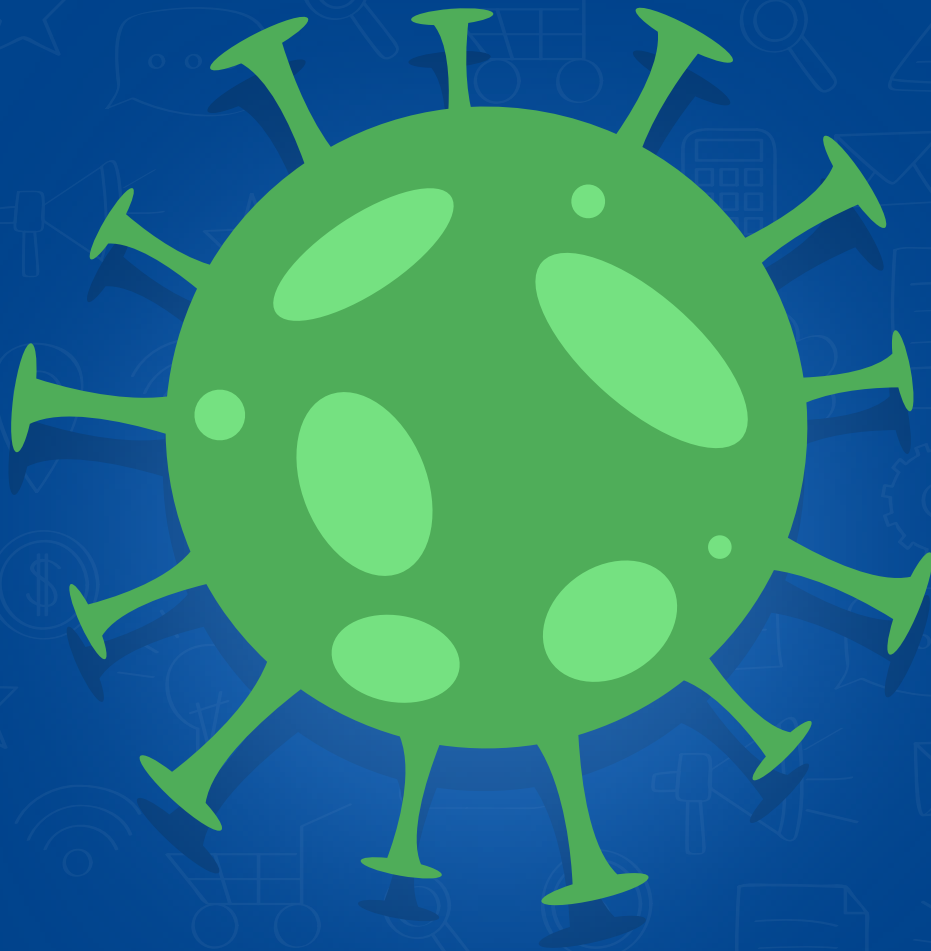


# Digital Marketing

12 Pointer Action Plan Before, During  
And After Covid-19



When Fishermen can't go to the sea, they repair  
and strengthen their nets

- Nabil Sabio Azadi

An actionable document by Indus Net TechShu (performance digital marketing agency that takes pride in problem solving) & digitalmarketinguniversity.com

# Note from our Team

I hope you and your family are well. Please stay safe.

"When Fishermen Can't go to Sea,  
they repair & strengthen their Nets"

- Nabil Sabio Azadi.

Plan well as the times are challenging but at the same time there are new opportunities around. We have a few weeks to prepare well (**Digital Readiness** for **Digital Utilization**).

As a business, we need to be watchful and prepare for the next phase. Hope this document helps you. If you need personal help, we have started a 30 mins free consultation session for businesses. Survive & thrive, we are fighting it together.

Actionable document: We have kept this document small and actionable as this is intended for business leaders who will have to take (digital) marketing decisions. This is a collaborative effort of our team and our global partners.

We would like to hear your thoughts as well.

Thanks.



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## Trends & action points

We have collected several data points (after doing a lot of research), but no data can predict the trends of the new normal.

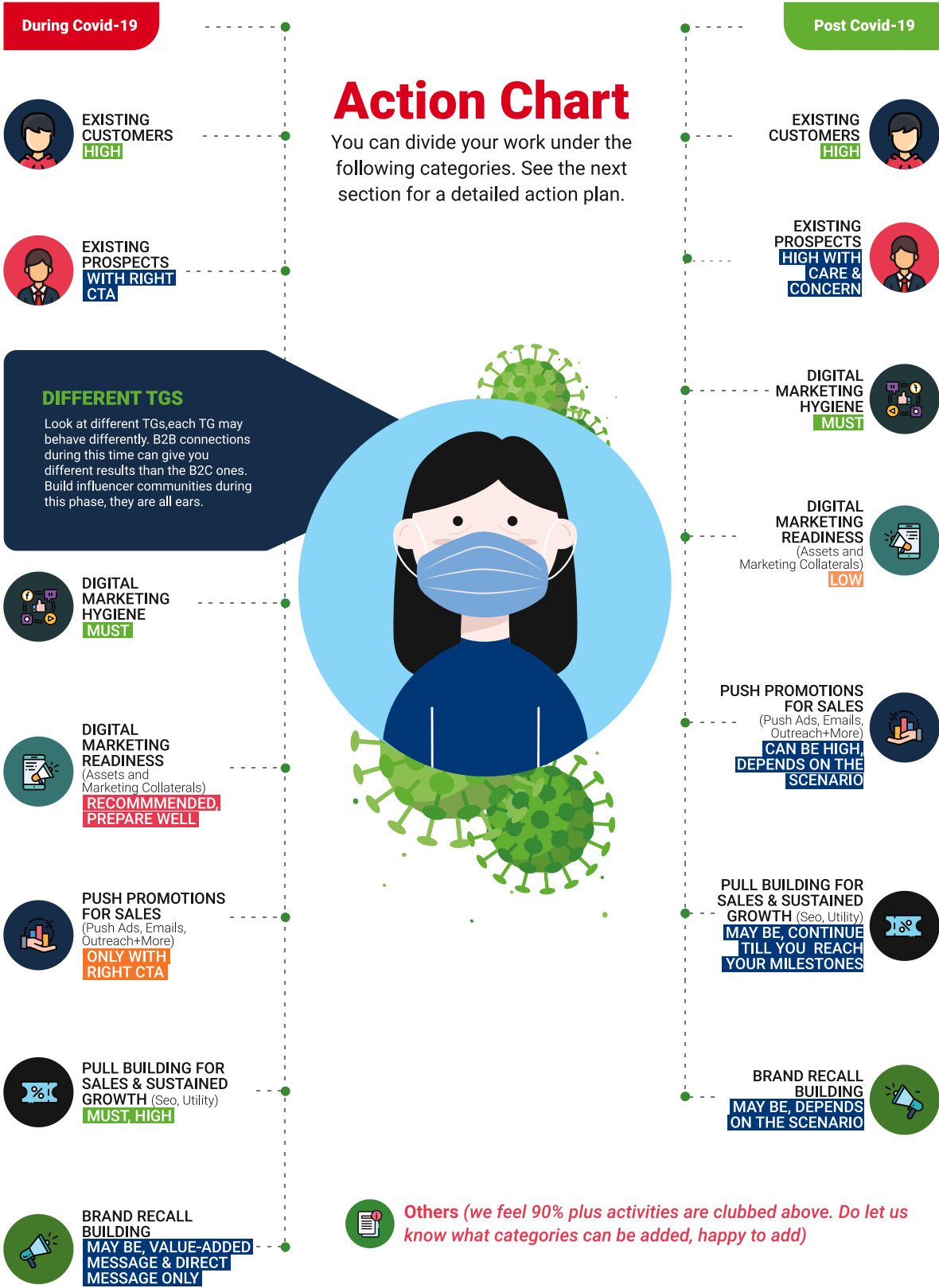
Most of the below suggestions and trends are based on our understanding of what will happen in the near future (during Covid-19 : for the month of April and after Covid-19: for the months of May & June).

We will keep editing our document and share our new findings from time to time.



## Bonus

1. Ask for digital readiness and digital utilization audit xls (FREE - an extensive checklist).





## Top action plans

We are keeping each point short as it is meant for CXOs who have to take actions quickly. In case if you have any query, please ask us for more examples or details. We are happy to help for free.

Before we go to the action points, principles guiding all your work should be:

**(a) People first policy:** Take precautions, as you don't want to be the reason for spreading the virus. Also, it can be negative for your brand if your employees or your clients are infected because of unhygienic office settings. Overall in all of your dealings, keep people first.

**(b) Focus on needs over wants.** People will go for products which are need based than want based. Especially in a growing economy.

**(c) Focus on cash flow strategy.** Invest on long term only if you have strong cash flow. Example, shift to short term SEO from Long term SEO.

Now let's get to the actionable pointers:

### 01 Existing Customers (pillar of your cash flow) – give highest priority



Give special attention to your existing repeat customers both B2B and B2C, influencers and resellers (who repeatedly sell or recommend your products). They need to be communicated to in a right way (what you say and how you say it is very important). Involve mature communicators; take second opinion if needed.

Give special attention to your existing repeat customers both B2B and B2C, influencers and resellers (who repeatedly sell or recommend your products). They need to be communicated to in a right way (what you say and how you say it is very important). Involve mature communicators; take second opinion if needed.

Help them with free courses. Give them additional support. Since this varies from industry to industry, we are not giving any generic ideas. Do let us know if you need some suggestions for your industry. We'd be happy to help.

This is not the time to go completely dark; instead it's the time for you to communicate with your existing customers on how you are operating during Covid-19, how you are preparing your workplace for Covid-19 and how you are ensuring the health, safety and welfare of your own employees. It must be communicated to your customers via emails and client calls. You can also highlight the prevention measures on your website. Also, highlight the hygiene and safety protocols at your business premises. Letter from the CEO, if needed can be published as well.

Innovate the CTA (Call-to-Action) to a more digital-friendly CTA. For example, for our healthcare clients we created an online doctor consultation platform (a mix of calendar booking and online payment or an integrated approach). Whereas, for a client who is a very famous dog trainer, we created a virtual dog training CTA at a reduced pricing. If you need help with this, please connect with us, we'd be happy to help.

Sending email newsletter to clients with value-added content is recommended.

For cash flow, a delayed payment option or a partial payment one or discounts (or other innovative options) can be used.

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## **02** Prospect Clients (The second best pillar of your cash flow)

With the prospects - help, educate and convert them with the new digital friendly CTA. Don't push for sales, instead help them. Keep the leads warm and don't ignore them. Don't over communicate; keep conversations warm and genuine.



### **Examples:**

Real Estate: Send them demo videos of the properties. If there are people living in the property already, arrange video calls with them so that they can show the property.

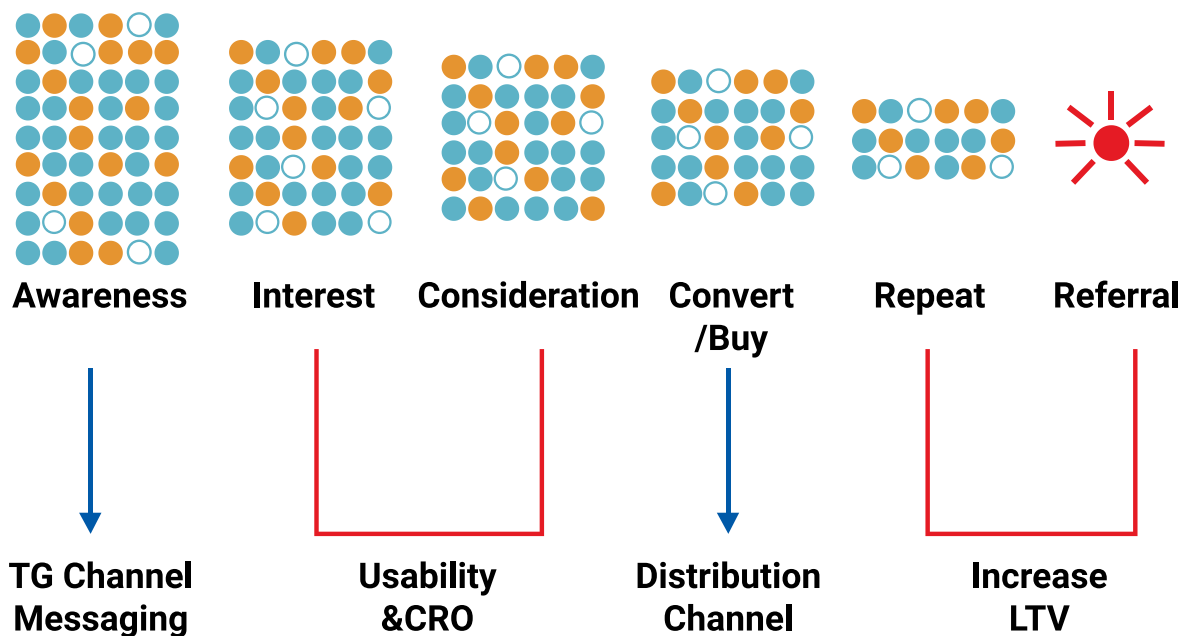
them so that they can show the property.

Give them yoga videos or free courses to attend. Buy courses in bulk, it costs less but can keep them happy during these challenging times.

### 03 Sales (including sales ads or emails)

If you are able to do sales online with your current CTA or with a new CTA, then test the market. In case you are not able to do sales (in the customer journey referred as convert/buy), then create a holding phase between consideration and buy.

A few examples are - "Join the list for a special price when we open again", "Take a demo now, buy later at a closed group special price". This is a good time to make your prospects travel 3 steps in the customer journey.



#### Top tips

Continue search ads and see the results (with and without the new CTA). If search is giving cash flow, it must be continued. For large businesses, it can create the pipeline. For SMEs, do this only if CAC (Customer Acquisition Cost) justifies the cash flow or LTV (Lifetime Value) of the customer.

## 04 Different TGs

Look at different TGs, each TG may behave differently. B2B connections during this time can give you different results than the B2C ones. Build influencer communities during this phase as they are all ears now. Also, keep your resellers active by adding additional value.

During this time the B2B community and influencers are more active on social media especially LinkedIn. Use this time to build on your B2B and influencer initiatives (who influence the purchase, not promotional influencers). Add new initiatives for both the segments.



## 05 Internal Sales team

Your sales team will have to learn the new normal communication. There can't be pushy sales. They need to learn to be more humane in their communication with customers.

## 06 "When Fishermen can't go to sea, they repair & strengthen their Nets" - Nabil Sabio Azadi

Build a plan to see how you can use this lockdown period for marketing/promotion and more importantly work on after-the-lockdown action plan (or post covid-19 phase). Plan it with some if-then statements.



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Example: “join the list for a special price when we open again”, “take a demo now, buy later at a closed group special price”. This is a good time to make your prospects travel 3 steps in the customer journey. See detail later.

Overall digital market will grow. It is said that digital research-based buying will overtake brand recall-based buying. Are your assets ready for a research-based customer journey? (Please ask us for digital marketing readiness audit excel)

(a) Most of the websites and other digital assets were created as a portfolio for presence. They need to be now created to generate trust and interest.

(b) Assets must answer all questions that act as barriers in consideration (Refer to the customer journey).

(c) Assets need to be made for marketing pull (SEO and utility).

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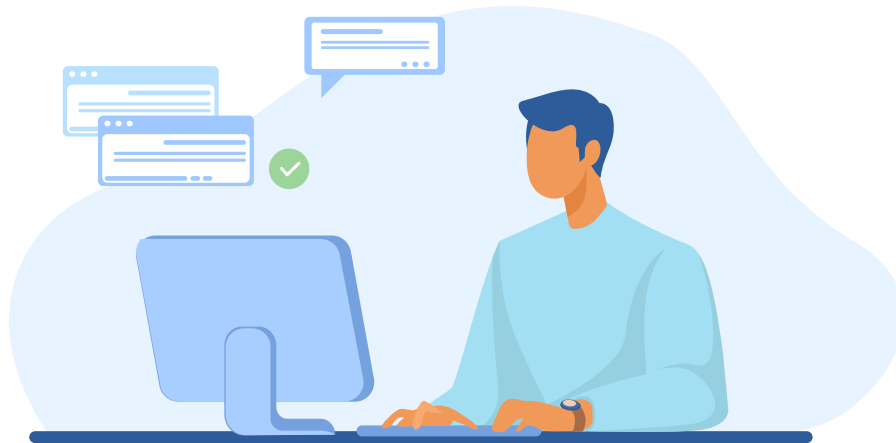
## **07** Other areas of strengthening the NET are related to organic growth.

If you are a medium to large company, spend on organic pull to build organic pull. SEO, utility apps etc should be thought of. SEO and utility applications need time to perform, this is the best time to divert the budget here.

## **08** Also, use this time to rebuild your web assets. Build web assets for

performance (can it replace a sales team; can it create interest and consideration or is it still a portfolio website).

Build all the 5 pillars of your website properly  
- UX Stack, UI Stack, Communication Stack,



Example:

<https://www.ibm.com/design/language/>

<https://atlassian.design/>

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**09** Push promotions for branding (ads, emails etc.) – You can use the

advantage of lower cost on digital media but be careful with the messaging. Use value-added or direct messaging framework. Stay away from standard branding or sales pitch. Cross check your messaging.

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**10** In all the ads, please see the imagery, it should be sensitive to

current issues (social distancing, work from home, simple living and the new norm). Average ads but real ads can do wonders. You must innovate. If you are working with celebrities or influencers, try doing video conferencing ads. This is a very good opportunity to speak to celebs for campaigns as celebs have more time.

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**11** You will need stronger leadership at problem solving, marketing, and

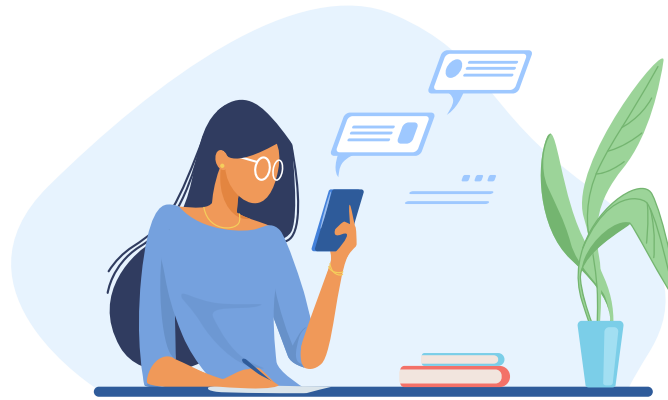
digital marketing. This is the time to upskill and cross-train your internal and external team (bring agencies together) and do online workshops together ( customized for your brand). Build a skill improvement chart - we are happy to assist you here.

We have done a very strong self-learning and external assistance training matrix for our team members. We'd be happy to share it.

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**12** Digital marketing hygiene activities such as -social media updates,

website uptime, ads for your brand keywords, basic online reputation management etc - need to be done at all times. This is customer behaviour independent. If you were doing more activities under this section, you can relook at them and tone down some of



the activities. Generally, it is a very low investment area, less than 5% of overall digital budget. If your budget is high, it can be around 1%.



## Offers to support you with digital growth:

1. Google is offering \$340M worth ad credits to help SMEs. Also it is offering \$200M investment fund to support NGOs and financial institutions that are helping SMEs with funds.
2. \$125M ad credit by TikTok.
3. \$100m ad credit by Facebook.
4. "So today, I have made Ubersuggest "more free" and over the next week, it will become even more free" – Neil Patel.
5. Many more tools and ad credit may be available, we are compiling a list to help you further.

If you are aware of more such offerings, please do share it with us and we can add it to our next release.





## Build a very strong digital marketing plan

Build a very strong marketing plan during this time for the coming days. Upskill your team and consolidate all your marketing assets. Get your digital marketing plan assessed by experienced digital marketing professionals or agencies. We are happy to play our role here.

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## Appendix & Data

Please go through other websites for more data points. We have collected some of the useful URLs here. If you need specific data for your industry, please let us know. We'd be happy to share

### **01** Influencer Marketing & Coronavirus: Price per post on all social platforms to fall dramatically in the short term - report by IZEA

Despite increased social media usage, expect the price per post on all social platforms to fall dramatically in the short term, and that may continue depending on the length of Coronavirus impact. A near term 15-25% decrease in Cost Per Post is likely.

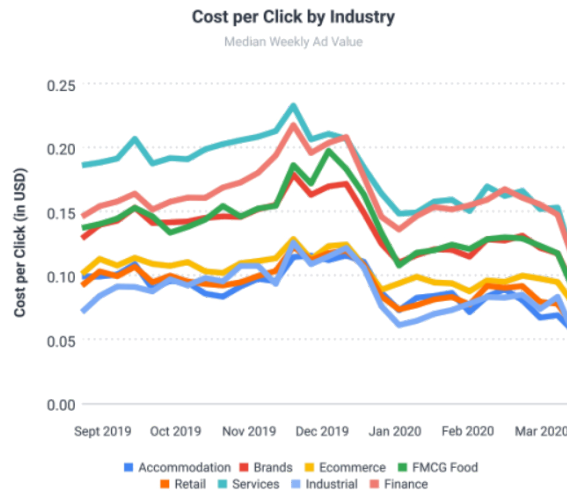


Download the report here:

<https://izea.com/covid19/#download>

## 02 Facebook ads are cheaper now: Report By Socialbakers

The cost to advertise is much lower for nearly every industry analyzed because of a decrease in the CPC on Facebook. That means there's a possible opportunity for brands that have the budget to make their message go to a wider audience than it normally would.



Download the report here:

<https://www.socialbakers.com/blog/covid-19-impact-social-media>

## 03 Google announces \$340 Million in ads credits available to all small & medium- sized businesses

\$340 million in Google Ads credits available to all SMBs with active accounts over the past year. Credit notifications will appear in their Google Ads accounts and can be used at any point until the end of 2020 across our advertising platforms. We hope it will help to alleviate some of the cost of staying in touch with their customers.

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Read the full announcement by Google here: <https://blog.google/inside-google/company-announcements/commitment-support-small-businesses-and-crisis-response-covid-19>

## 04 Just 8% of consumers think brands should stop advertising due to the Coronavirus outbreak: report by Kantar

A survey of more than 35,000 consumers globally by Kantar found that just 8% thought brands should stop advertising. There is a high level of agreement that brands should use a reassuring tone, offer a positive perspective and



communicate brand values. More than 50% also think brands should talk as they have always have done, while 50% think companies should talk about their own brand in a carefree and light way.

Read the full story here:

<https://www.marketingweek.com/brands-advertising-coronavirus-crisis/>

## 05 Promote social distancing & good personal hygiene habits in ads

As a marketer, the message you are trying to send out during these times is under a microscope, and rightly so. We have seen companies such as Hershey Co. and KFC pulling out ads as they promoted behaviors that could lead to the spread of the COVID-19 virus. Hershey's ad showed people handing chocolate bars to strangers and exchanging handshakes and hugs ( which during the Covid -19 times is a no-no).



The KFC's TV ad campaign which debuted in the UK in late February showed people eating fried chicken and licking their fingers ( not a great ad when people are promoting good personal hygiene habits).

KFC pulled off the ad even before the users started complaining about it saying that “It doesn’t feel like the right time to be airing this campaign, so we’ve decided to pause it for now—but we’re really proud of it and look forward to bringing it back at a later date.”

According to a study, models on Facebook and Instagram are practicing social distancing, as there are 27.4% fewer images and videos ads that display models kissing, hugging, holding hands, shaking hands, or touching.

Marketers are using solo models, or using product -led imagery to promote products. Between March 11th and March 17th, there's been a 30% decrease in the use of "human connection" imagery/video, a 600% increase in washing (e.g. hands, face, body) imagery/video, and a 200% increase in cleanliness imagery/videos.

Read the details here:

<https://www.pattern89.com/blog/art-imitates-life-the-pandemic-creative-effect-on-social-ads/>

## 06 Stay honest in your communication

We saw a lot of brands ( such Coca Cola and Audi) redesigning their logos to promote social distancing. McDonald's Brazil also reimagined their logo by pulling the golden arches apart to raise awareness on social distancing. However, it soon began to draw criticism, as users started to question the move as an opportunistic and awards-baiting one. This is in line with the above quoted Kantar study that found that most users don't want brands to stop advertising.



However, there is a clear expectation that companies should play their part, with 78% of consumers believing brands should help them in their daily lives, 75% saying brands should inform people of what they're doing and 74% thinking companies should not exploit the situation.

Download the report here:

<https://www.marketingweek.com/brands-advertising-coronavirus-crisis/>

## 07 Paid search ad copy strategies during Coronavirus



The top consideration for many marketers as the implications of coronavirus became clearer has been budget. But there's a real opportunity for those that focus on messaging during this time.

Read the full story here:

<https://searchengineland.com/why-you-need-to-update-your-ppc-ad-copy-now-331934>

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## 08 Operating during COVID-19: Helpful tips for local businesses

Provide the most complete information about how your business has been affected by COVID-19, and detail any services that remain available to customers. Edit location landing pages in bulk or individually to reflect closures, new hours, and new temporary offers.

Read more tips here:

<https://moz.com/blog/operating-during-covid19-tips-for-local-businesses>

## 09 How to handle temporarily out-of-stock product pages?

From an SEO standpoint, it's essential that these pages continue to rank, both for consumers and retailers, but in the short-term, the experience is also frustrating for consumers and can drive them to other sites.

Read more tips here:

<https://moz.com/blog/how-to-handle-temporarily-out-of-stock-product-pages>



## 10 Completely sane reasons why you shouldn't stop SEO efforts During Covid-19

As the global economy reels from the impact of this disease, businesses are shifting strategies, hoarding cash and preparing for the worst. But the reality is that businesses can thrive in downtimes.

There will be business winners and losers in this new global normal. And many of the winners will invest heavily in search engine marketing.

Read more tips here:

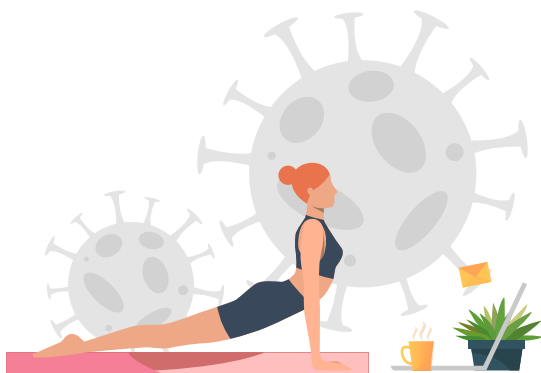
<https://www.searchenginejournal.com/dont-stop-seo-during-pandemic/354772/>



### During Covid19

We have crossed a few weeks of Covid-19 lockdown (work from home) across the globe. Last few weeks were more about getting on terms with the lockdown.

Now the world has realized that most of the countries will be working from home for a minimum for 3 weeks (April 15th - April 30th ) and some maybe for even a longer period.



Covid-19 already occupies a major part of your customer's mind. Here is a behaviour analysis (Google Search) of the coronavirus term. We have done an analysis of few countries and we can see a similar trend. It goes up (major part of customer's mindshare) and then it comes down and becomes a part of our life (not a major part of customer's mindshare).



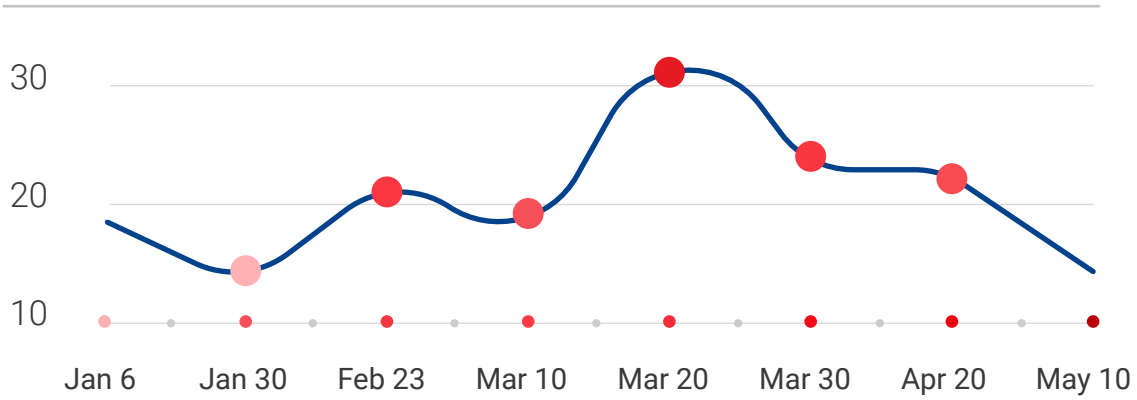
# Search Trends

## China

**Coronavirus**  
Search term

China

Past 90 days

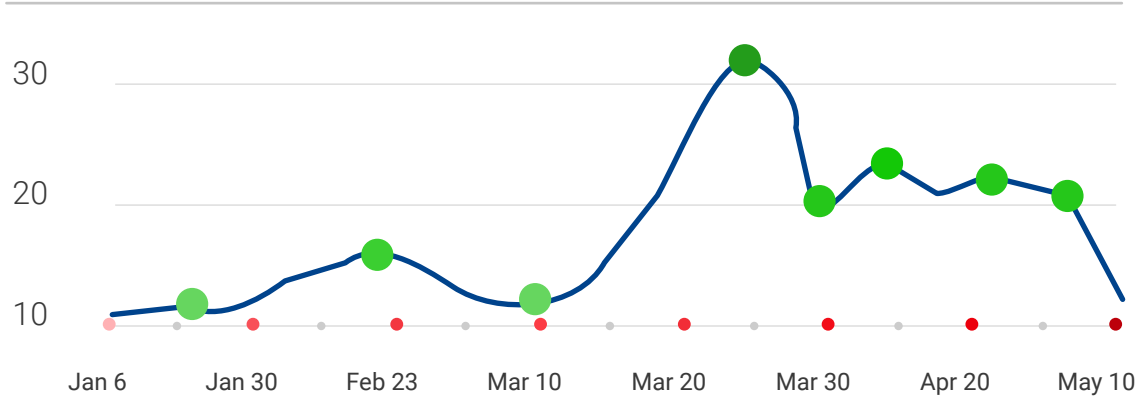


## Italy

**Coronavirus**  
Search term

Italy

Past 90 days



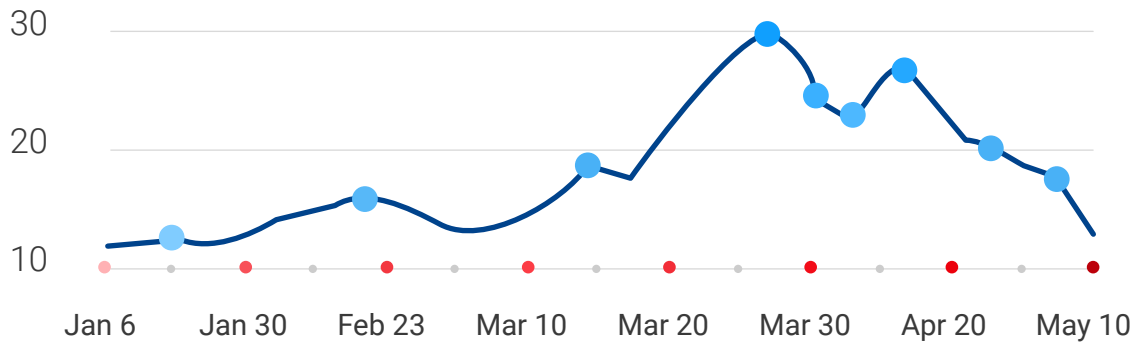
## United States

### Coronavirus

Search term

United States

Past 90 days



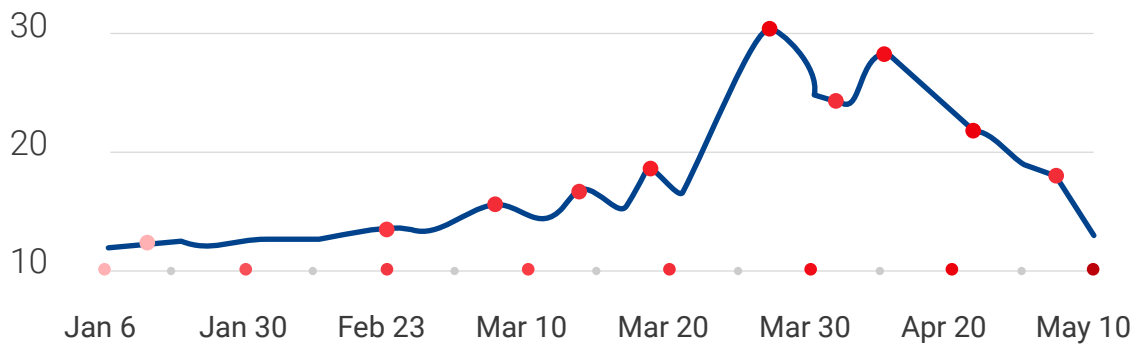
## United Kingdom

### Coronavirus

Search term

United Kingdom

Past 90 days



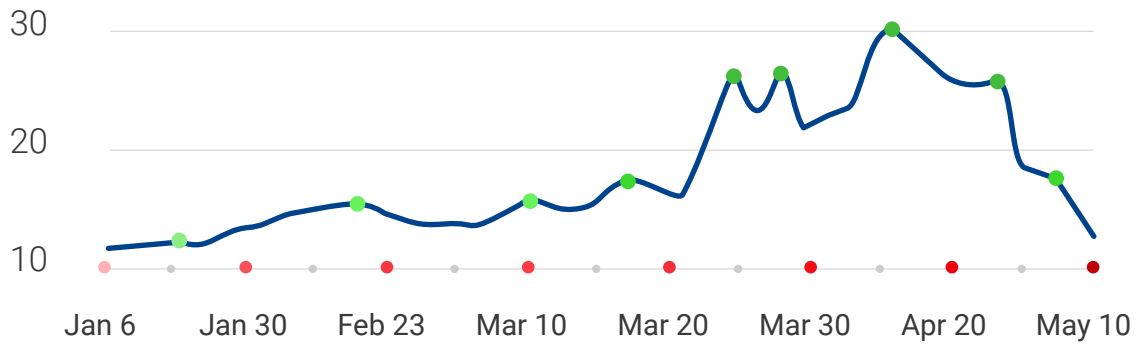
## Australia

### Coronavirus

Search term

Australia

Past 90 days



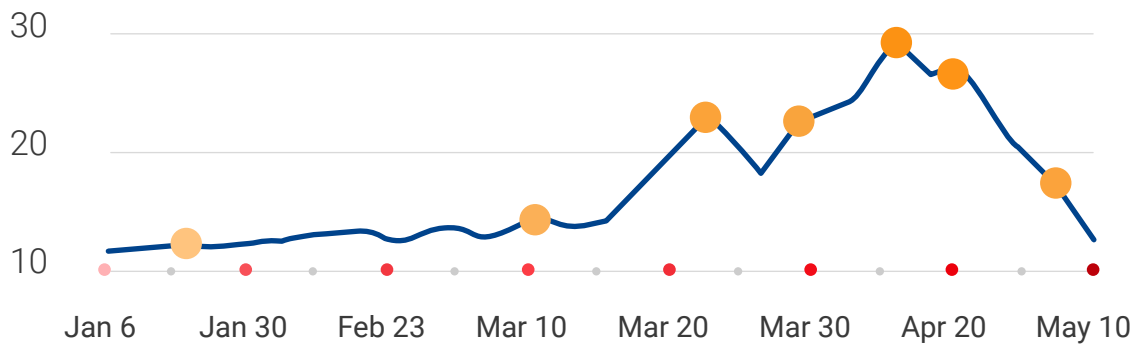
## India

### Coronavirus

Search term

India

Past 90 days



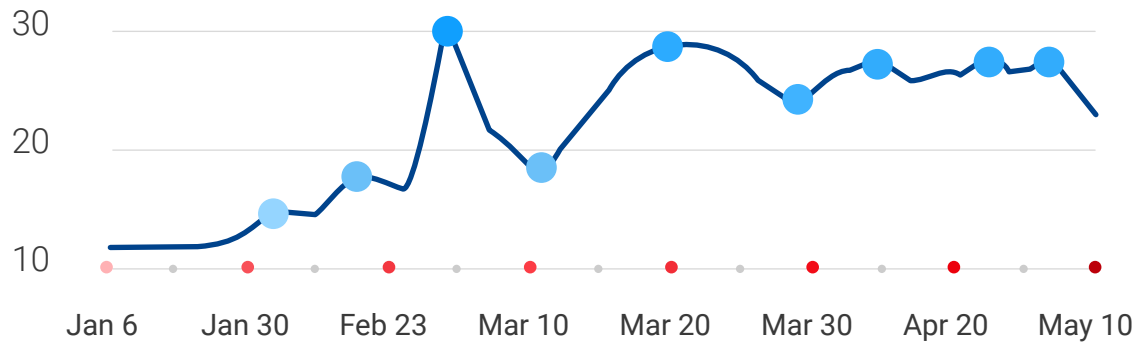
# UAE

## Coronavirus

Search term

UAE

Past 90 days





**Thank You.  
Please Stay Safe.**

## ANY QUESTIONS?

Avail a one on one 30 mins consulting during this time.

## Connect With Us Today

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