

# B2B DIGITAL STRATEGY AND MARKETING DURING THE CORONAVIRUS



Actions and considerations to avoid communication blunders, maximize engagement, and provide value to customers.

## Branding and Transparency in Communication

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*Stay true to your brand, mind your tone, and find creative ways to engage your customers.*

- Be mindful of your tone and the sensitive climate. Ask a second checker to review themes and content.
- Always lead with the value to your customers.
- If your content is typically lighthearted, stay true to your brand. Find a balance between thoughtful and playful.

## Marketing Campaigns and Promotions

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*Traditional buying habits and seasons will change. Use all of your channels (website, email, social, ads, Sales Reps) to connect with customers and keep an active brand presence, but proceed thoughtfully.*

### **MATCH CONTENT TO CONSUMERS' INTERESTS USING DATA**

- Review your website performance – what pages and products are users browsing most? Let pageview traffic and behavioral data drive your content strategy.
- Review search terms on your website to see if trending keywords have changed and feature these popular products in your marketing.
- Make sure you're not promoting irrelevant or off-season items.
- Pay close attention to performance metrics, like email open and clickthrough rates. If engagement decreases, consider sending to more active lists to avoid negative impacts on deliverability.

### **IDEAS TO DRIVE REVENUE/POPULAR PROMOTIONS**

- Run a virtual market event on your website – introduce show specials to mimic traditional markets.
- Try an Overstock After-Season sale – sell excess seasonal inventory to customers at great margins to support their business, while driving traffic and engagement on your website.
- Boost your loyalty program by offering double points/incentives for online orders.
- Offer incentives like, “Buy Now, Pay and Ship Later,” dating promos, and shipping/freight discounts.
- Promote items that are easy to ship to encourage customers gifting or reselling your products.

## Use Social Media to Build Brand Loyalty and Engagement

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*Use social media to stay engaged and grow brand loyalty, so you're top-of-mind.*

- Humanize your brand. Share photos. Respond to comments and questions.
- Feature your retailers, share their website or social page, and help support their business.
- Show how you're supporting employees and independent retailers.
- Create content: design inspiration, work from home tips, or anything helpful to your retailers.
- Test promotions, copy, and imagery on social media, and then apply well-received content to email, PPC ads, or your website.
- Monitor all social ads and posts for negative comments and engagement levels.
- Run a Question and Answer on Instagram Story.

## Support Retailers with Greater Flexibility

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*Implementing one or more of these options can bolster retailer buying power through challenging times.*

- Allow customers to delay ship dates.
- Offer free order cancellations for retailers with closed stores.
- Offer credits toward future orders, instead of refunds.
- Extend terms and credit lines.
- Re-evaluate order/re-order minimums and accepted methods of payment.
- Look into supporting drop shipping retailers.

## Support Your Sales Reps with Digital Options

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*Encourage Sales Reps to replace in-person meetings with video and drive sales on your website.*

- Set up virtual meetings and use video to mimic in-person appointments.
- Remind customers to get updates, view exclusive resources, browse products, build wishlists, and place orders on your website.
- Give each Rep a personal coupon code to share with customers for online purchases (easily track redemptions on these coupon codes).
- Keep Reps updated on changed promotions, strategy, and buying seasons. For example, retailer buyer cadences may change, with Markets closed. "Back to School" may change, due to closures.

## Metrics and Maintenance: Setting Up for the Future

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*Businesses and marketers are reviewing annual plans and determining the best path forward. During this reset, focus on your foundation, deep-dive into reporting, and set up for the future.*

- Plan: Analyze marketing performance to identify future optimizations and campaigns. Create or clean up your marketing/editorial calendar.
- Deliverability: Monitor email deliverability to avoid hurting your send score. Consider moving to a dedicated IP or cleaning your email list to remove old/bad email addresses.
- Search Engine Optimization (SEO): Update product names and descriptions, older blog posts, and content to include important keywords and follow SEO best practices.
- Content: Create new content to get ahead of future seasons. Update your “News” section to reflect new press or your “About Us” page to reflect any changes to your business, team, or mission.
- Remove or update outdated catalogs on your website.
- Run diagnostic and quality assurance (QA) testing on website and email code:
  - Check rendering across devices
  - Clean up cluttered code
  - Fix bugs
  - Check for dark mode
  - Test page and email load speed
  - Resize large images to improve site speed

If you have questions, want to brainstorm, or need help applying these recommendations across all your digital channels, we can help. Email us at [sales@whereoware.com](mailto:sales@whereoware.com) and we'll connect you with a digital expert.