

Los Angeles Regional

Small Business Development Center

Beverly Hills Chamber of
Commerce



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Marketing 101 in Covid 19 Era

Presented By:

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Special Guest Presenter—Omari Valentine**

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About Debbie & Omari

- For the last 25 years, Debbie Goldfarb has owned a small consulting firm focusing on strategic planning, market research, training and providing marketing programs & is a business advisor at El Camino College Small Business Development Center (SBDC).
- Omari Valentine is a digital marketer, SEO and web developer with his own private practice. He is also an advisor with the South Bay SBDC. Omari uses his 15 years of experience managing software projects and marketing initiatives to counsel and guide small businesses in growing their online presence and performance.

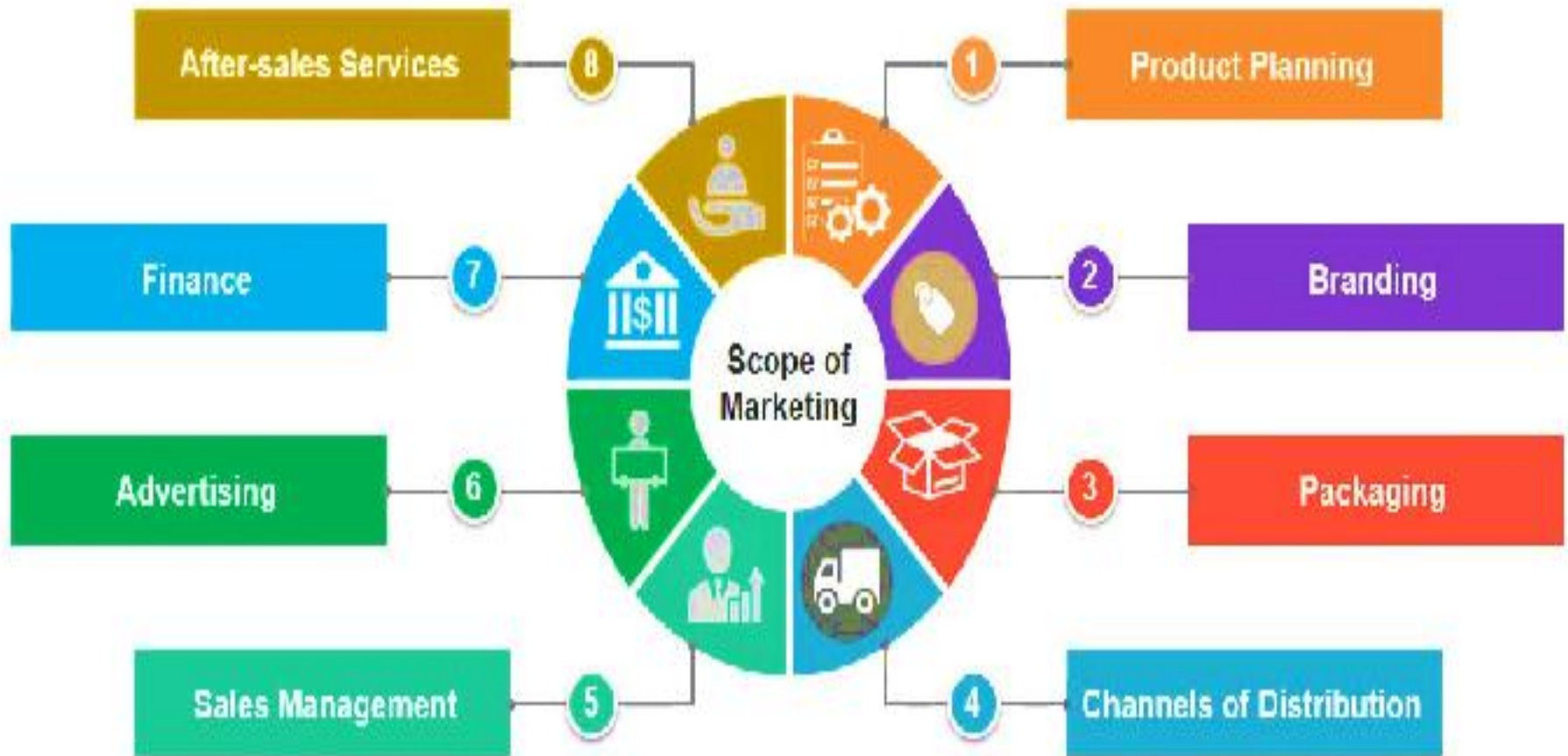
What is Marketing?



The process of identifying and providing products and services that satisfy customer needs.

Give customer product they want, when they want it, where they want it, for the price they are willing to pay for it.

Scope of Marketing



The Market Process



The "4 P's"

Before the internet-marketers focused on the 4P's Market Mix



Market Mix—7P's

Over time—4Ps grew into 7P's

The 7P's market mix means...

- Putting right product or service in place, with right customer, at right time & price
- Identifying/focusing on *internal & external* constituencies
- Ensuring process, facility & product/service combine to create memorable customer experiences



Internal & External Customers



- Existing Customers & Target Prospects
- Community/Market: Local/Remote
 - Social Media Influencers
 - Employees—current/past
 - Public At large

Products and Services



- What is your special sauce?
- How does product/service satisfy customer's needs better than competition?
- What advantages do your product/service have that customers will pay for?
- Are product/service relatable to target market?

Pricing

PRICE

What is the cost
to the customer?
....

- Value to buyer
- Price sensitivity
- Existing price points
- Discounts
- Competitor pricing

- Product/Service Prices--shape customer “*perceived value*” of product
- Price must:
 - Cover costs & profits
 - Be competitive/fair
 - Be priced just right
 - Include “discount” strategy
- Customer Sensitivity to Price

Placement/Distribution



- How do you delivery your product?
 - Do you go to your customer or does your customer come to you?
 - Do you use?
 - Brick & Mortar
 - Website/E-Commerce
 - Delivery/On Site
- Pick-Up
- 3rd Party Retail
- Outlets

Promotion

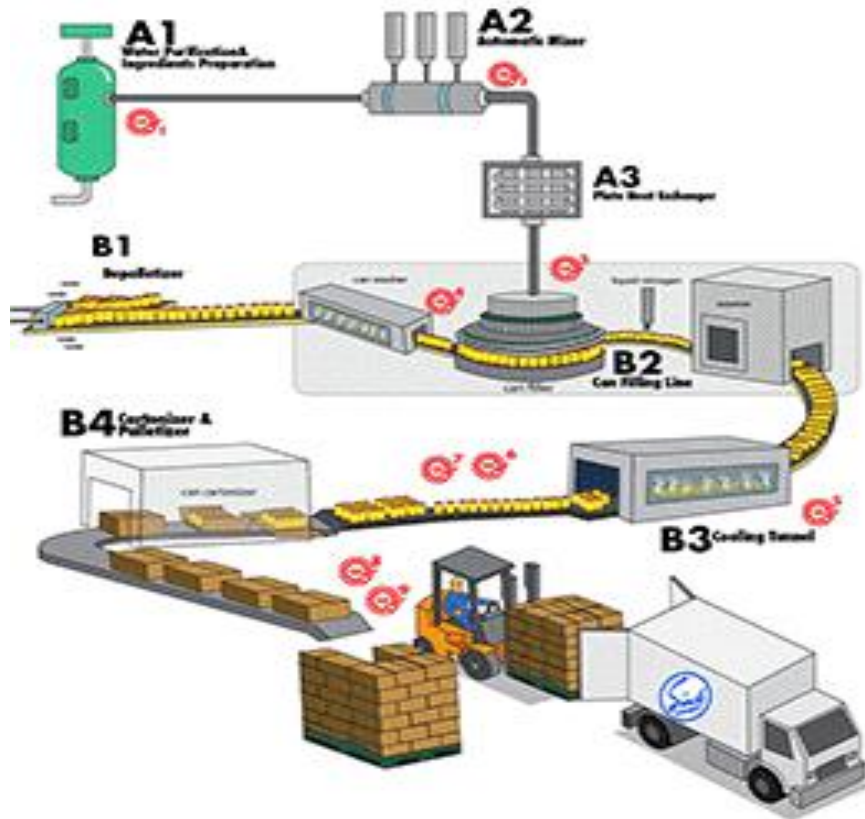
PROMOTION

What is the dialogue between customer and company?

- Message
- Method of delivering message
- Timing of delivery
- Communications by customers and influencers
- Competitor promotions

- B2B/B2C Channel
- Company/Personal Branding
- Means of Promotion:
 - Sales Organization
 - Market Materials
 - Public Relations (free/paid)
 - Advertising (TV, radio, print)
 - Word of Mouth/Networking
 - Online, social media, streaming

Process/Location



- The systems, facility set-up and processes create your client, employee customer experience
- To ensure best CX—each interaction must flow efficiently
- The facility or access to product/service need to be easy to use & find
- Process flow needs to be consistent

Market Mix in COVID-19 Era

4P's changed to 4C's:
Confusion, Calamity, Chaos &
Complexity...

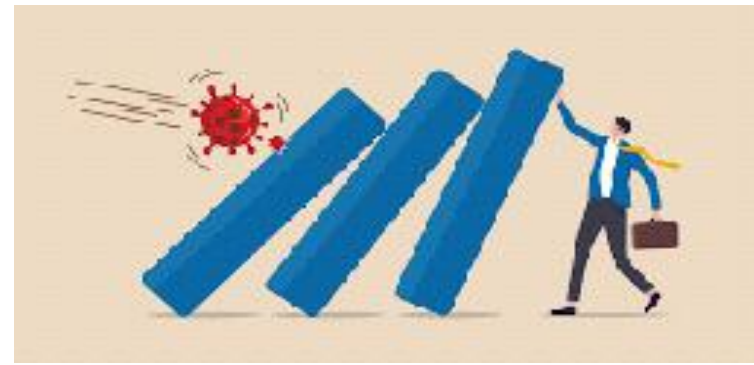
- **Product:** Temporarily narrow selection to "essential items", reduce supply chain burdens & allocating production to crisis-related goods.
- **Place:** Adjusting employee/customer interactions to maximize safety and delivery for what customers want & need
- **Promotion:** Re-assess tactics & mediums used along with message content to one of "company cares" vs. "product/service sales"
- **Price:** Fair/just prices are essential and where possible reductions are highly valued/required

Customers in Crisis

- Our customers have changed, we have changed & our approach to our customer must change as well



Marketing Paradigm Has Shifted....



Steps for new world order:

- Minimize risk in physical interactions with product/service
- Contribute to safety with new product/program innovations
- Provide pragmatic help to customers, employees & communities
- Stay reachable & treat customers with empathy
- Make products/services available online, pickup or remote access
- Focus on digital communications & delivery

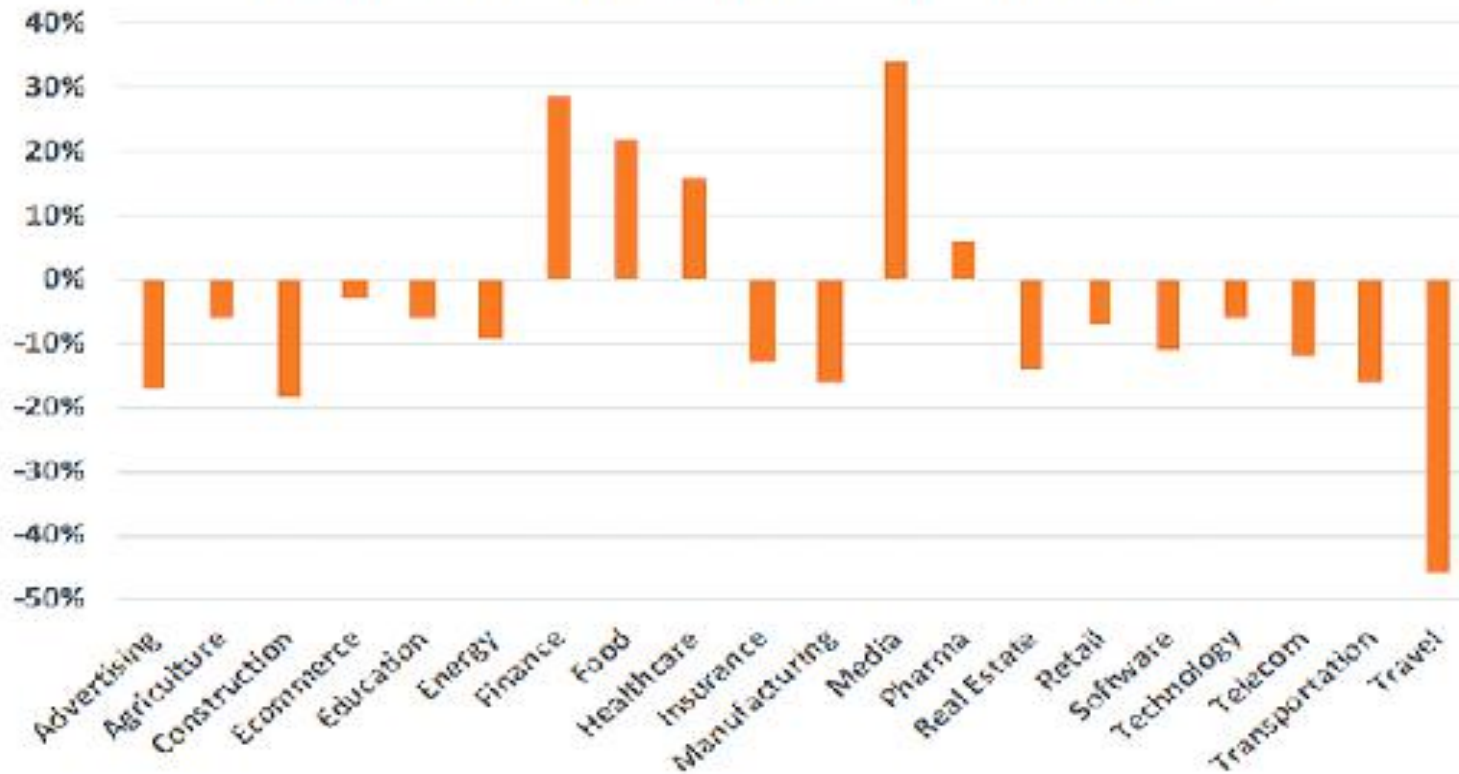
The Game Has Changed

Social Media/Marketing Strategy- a must to survive, thrive & create sustainable business



Web Traffic Patterns Have Changed...

Traffic Growth or Decline Due to Covid-19



Source: neilpatel.com

Web Traffic Patterns Have Changed...

Paid traffic experienced biggest decline!

- Organic traffic has fully recovered and is **higher** than on Feb 19th
- Reduction in marketing budgets have led to **less** paid traffic

Traffic Type	Metric	Week of Feb 19	Week of March 25	Delta vs. Week of Feb 19	Week of April 22	Delta vs. Week of Feb 19	Week of May 20	Delta vs. Week of Feb 19
All Traffic	Avg. Users	313.46	267.12	-16.39%	303.03	-3.09%	305.85	12.33%
	Avg. Sessions	481.96	417.10	-17.64%	471.5	-2.58%	477.86	12.19%
	Avg. Pageviews	4822.5	4269.62	-11.22%	4588.02	-5.19%	4625.90	11.95%
Natural Traffic	Avg. Users	206.05	174.74	-15.53%	215.00	4.81%	254.67	23.09%
	Avg. Sessions	250.14	207.87	-16.92%	202.07	-4.98%	300.40	22.51%
	Avg. Pageviews	1072.88	975.90	-9.69%	1715.87	62.43%	1285.47	20.13%
Paid Traffic	Avg. Users	89.04	53.85	-21.99%	82.95	-6.85%	57.81	-18.27%
	Avg. Sessions	132.72	83.00	-22.75%	63.00	-22.65%	60.40	-16.04%
	Avg. Pageviews	278.72	220.90	-13.95%	252.09	-15.94%	271.84	-13.45%

Source: adpearance.com

Web Traffic Patterns Have Changed...

- Avg. CPC is up
- Advertiser spending is still down

Traffic Type	Metric	Week of Feb 19	Week of March 25	Delta vs. Week of Feb 19	Week of April 22	Delta vs. Week of Feb 19	Week of May 20	Delta vs. Week of Feb 19
Paid Traffic	Avg. Impressions	269,64	258,014	-4.20%	196,43	-27.07%	217,779	-22.85%
	Avg. Spend	\$104.23	\$730.31	-10.32%	\$12.53	-27.04%	\$27.16	-77.55%
	Avg. Market Share	63.95%	62.34%	6.85%	63.91%	-0.24%	62.04%	-1.81%
	Avg. CPC	\$3.65	\$3.72	-3.55%	\$3.72	-10.99%	\$3.02	-21.50%
	Avg. Ad Position (Top%)	94.84%	94.41%	-0.47%	95.45%	0.68%	95.9%	0.37%
	Avg. CTR	14.56%	14.72%	-2.95%	10.30%	23.40%	20.23%	36.15%
	Avg. Weekly Unique Lead Action Rate	0.49%	0.72%	-14.41%	0.59%	0.98%	0.07%	-6.56%
	Avg. Weekly Cost/Unique Lead Action	\$40.53	\$417.4	12.69%	\$32.56	-13.76%	\$34.10	-16.00%

Source: adpearance.com

Communication: Same, But Different



Industries Have...

- Moved communications online
- Shifted internal operations online
- Moved toward experiential marketing
- Explored virtual events and webinars
- Altered ad messaging when possible

How Small Businesses Can Adapt



Businesses Should...

- Invest in Search Engine Optimization
- Start to invest in paid advertising again
- Switch to social commerce
- Add a humanitarian layer to marketing efforts
- Emphasize safety, acknowledge risks & give customer's peace of mind
- Take economic concerns into account and offer discounts
- Provide a positive, optimistic tone
- Create interactive content (*AR, VR, etc.*)
- Stay on top of the latest news and trends

Service Delivery Has Been Re-thought...

For Now? Forever?

Connect with a Telehealth Provider



- 
Amwell: Doctor Visits 24/7
 Medical GET
- 
Teladoc
 24/7 access to a doctor GET
- 
Sydney Care
 Primary Care Anytime, Anywhere GET
- 
Doctor On Demand
 Video doctor visits, 24/7 GET

The Home Depot's Pick Up In Store



BUY ONLINE & GET FREE IN-STORE PICK UP IN TWO HOURS

Some items not eligible for in-store pick up



Social Distancing is Here to Stay



NIKE



MASTERCARD



BEFORE



McDONALD'S



HYUNDAI



AFTER



Marketing Campaign



Whether in COVID-19 era or not—to ensure success:

- A prospect must be contacted 6-8x's before buying
- 360 Approach (*Omnichannel*) via multiple channels/contacts
- Test, measure, revise, repeat

It may seem excessive—but keep in mind our attention span is 3 seconds--2 seconds less than a Goldfish!

Marketing Budget

Yep--consider using PPP, EIDL or UI proceeds for marketing!

- Spending on marketing is an investment
- You need to invest to get a return
- Schedule regular marketing time
- Make a budget, be realistic NOT cheap
- Set aside a percentage of sales (10%)
- Be smart. Manage priorities well



Next Steps...



- Reposition, adapt & embrace all things digital
- Phased/strategic approach to change
- Help companies work from home & don't give up
- Offer free trials/test runs
- Identify/focus on areas of opportunities/spending growth
- Use tech, be smart/strategic & ready for economy to open

Questions?



Thank you for attending!



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