

**ESOMAR**

# Community Circles

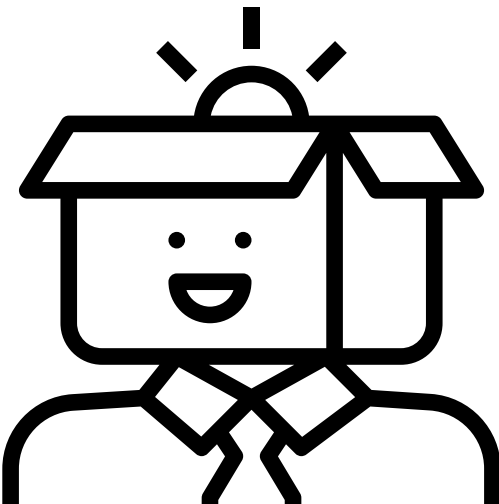
**7th session | Marketing and  
Communications in Times of Crisis**

**Follow up – Tips and Findings**



Key Takeaways

“It’s a great moment to try things you haven’t done before.”



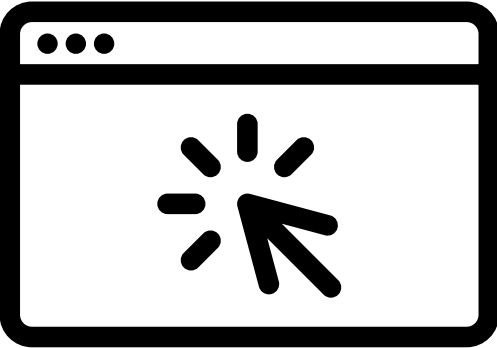
1. Don't stand still – do things differently



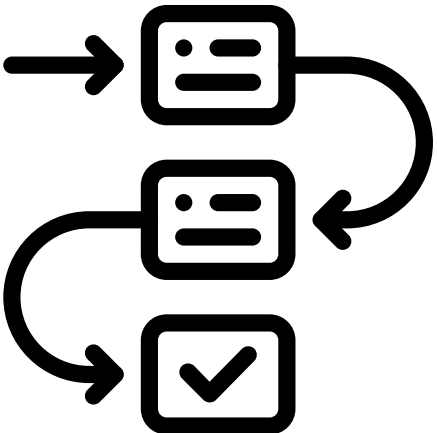
2. Communicating with clients



3. Communicating with respondents



4. Effective marketing to find new business



5. Approaching Sales in times of crisis



**Don't stand still – do things differently**

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Think differently - Define yourself by the problem you need to solve vs the product you offer as a solution

Communicate differently – Align your marketing with this problem/solution approach

Engage differently – Apply this solution across all sales channels, e.g. adopt a different pricing model

Reinforce differently – Support your sales team to align with this marketing approach

Automate your marketing where it can be done and refocus the time to get closer to your customers and improve your messaging



## Communicating with clients

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Get creative

Don't shut down

Be helpful

Act fast

Be empathetic and do not exploit the situation – it's not the time for jokes!

Differentiate your content from everything else out there – find a fresh angle





## Communicating with respondents

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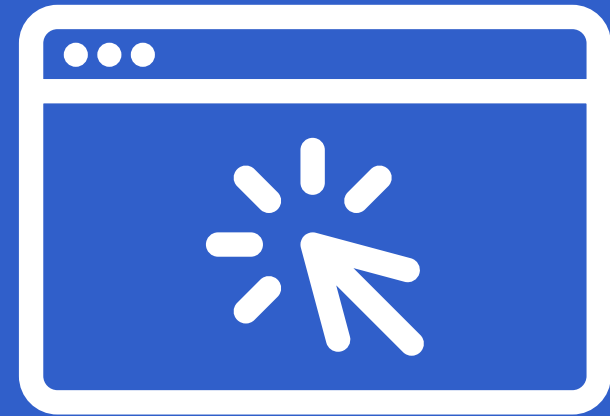
No more physical rewards such as vouchers

Think of creative new rewards schemes

Be helpful and show empathy

Speak about the pandemic without mentioning it – keep it light!

Try new means of communication



## Effective marketing to find new business

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Find new ways to generate leads

Be sensitive and sensible

Provide usable content

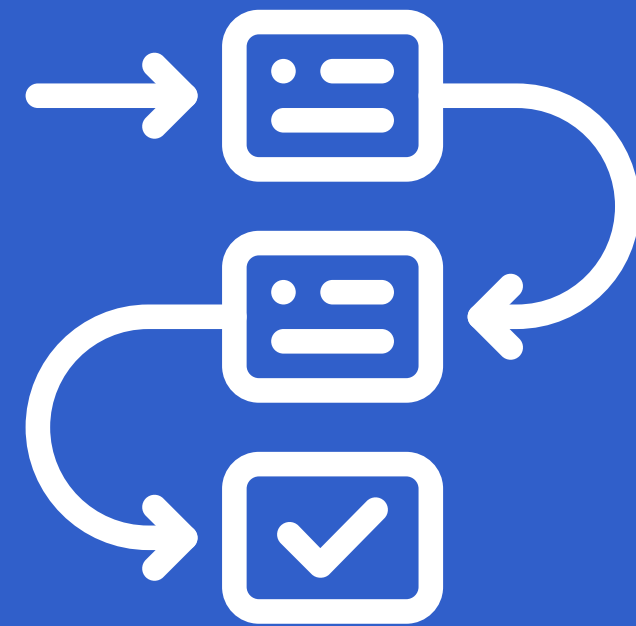
Don't overload with information – but don't miss out

Be creative, be social, and be noticed!

Invest time in writing a blog post, hosting a webinar, or updating your website

Support your message in the marketplace without too much expenditure

**“In this changing environment you need to be able to change your communication approach”**



## Approaching Sales in times of crisis

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Make shorter, more dynamic 2-3 month plans

Consider based on region how your clients will emerge from this crisis

Use this time to think and plan about how to move forwards

Do some housekeeping!

Small and mid-size firms should use this chance to review their mailing lists and CRM data

Tidy up your LinkedIn profile

Enhance your skills – make use of free or low-cost trainings, webinars, blogs, articles, anything to expand your knowledge!

Take corporate content, add creative images, and turn the messaging into something more personal!

Have smart conversations where you address the challenges the client has and how you can solve them – look at it through their eyes, not yours

**“Act like a day one company – take decisions fast to survive tomorrow”**