

# Marketing During A Crisis

Practical Tips & Examples For The Build  
& Design Centre Exhibitors, Builders  
and Specifiers



# Introduction

We're here to provide practical solutions to help you get through this time.

COVID-19 has well and truly settled into our nation's landscape. It's transformed the way in which we live and work in a drastic way. It's shaped our way of thinking and its impacts are likely going to last for many months to come.

Businesses have been affected in varying degrees, with some forced to close due to government restrictions, others seeing surges in demand and sales. Digital marketing, what we consider one of the most important facets of a business, is changing. It's not obsolete, it's still more important than ever.

This article will provide practical tips on how you can adapt your digital marketing strategy to suit your unique position during this time and help you get through it.

We'll talk about how you might be able to pivot your product or service offering to adapt to any new opportunities in the market, how you can prepare for a comeback when things resume back to normal, and how you can focus on cash flow - that is, servicing your current customers and gaining new ones.

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# Vision

## Where do you see your business 6-12 months in the future?

One of the most important things to consider is where you want your business to be when this blows over? Do you want to treat it as a fresh start, or will it be just another day in the office for you?

Think about whether you'll have a pipeline ready to go, or will you have to start from scratch. Will you be active on social media once again, or will you have maintained your presence throughout this period?

What products and services will you offer? How will your business operate differently? The purpose of these questions is to get you to think about what you envision the future to hold so that you have a road map of what to work on now.



# Pivot Quickly

Are there any new needs **emerging in your market?**

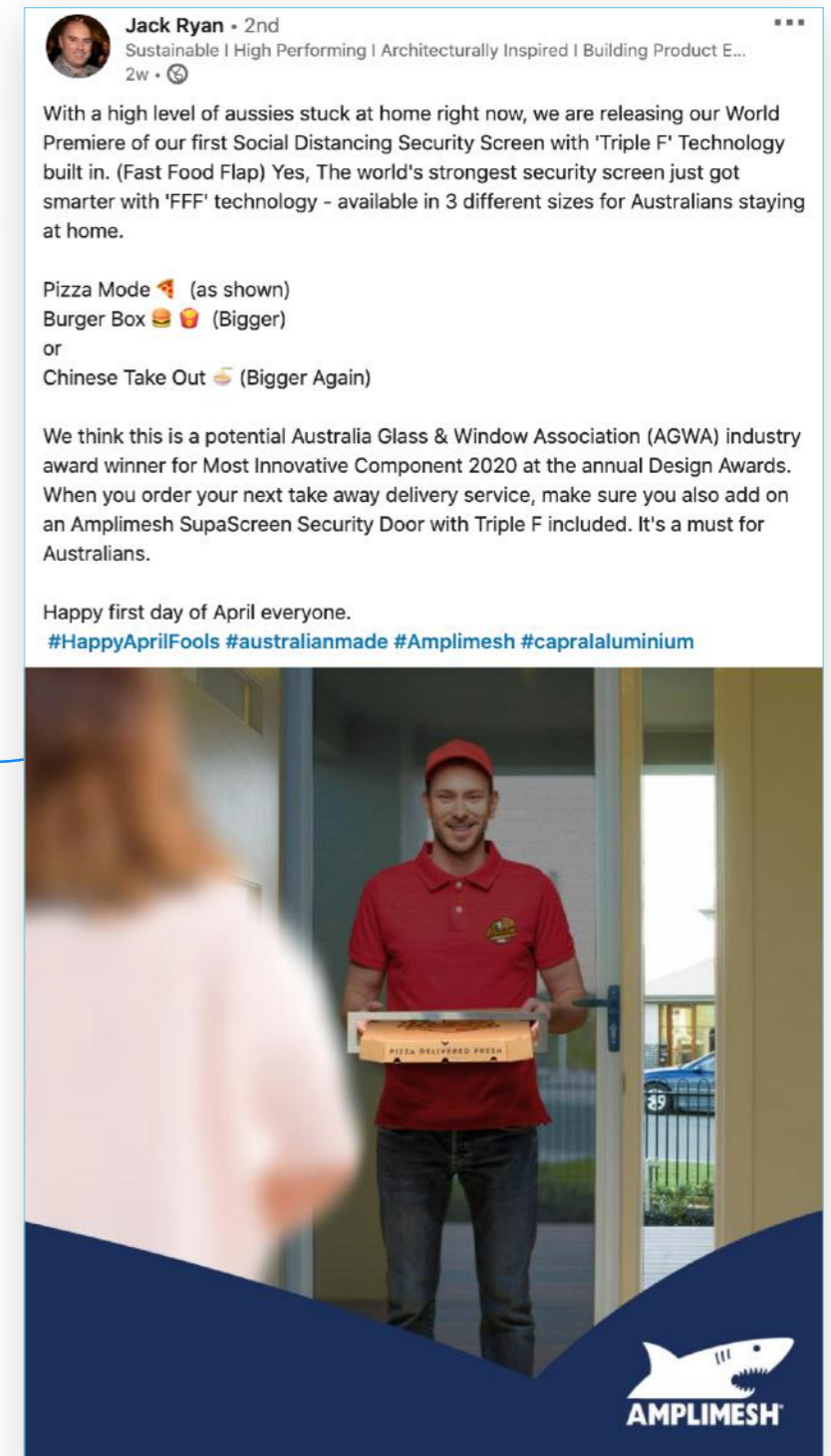
If your business has started to slow, or has temporarily closed you could look at pivoting your products or services. Perhaps there is a skill set you have that you might have not focused on in the past that might be helpful during this time.

**Although this was a very well thought out April Fool's day joke, Jack Ryan from Capral Aluminium presented a very humorous example of pivoting his Security Screen door products with his LinkedIn post.**

Jokes aside, a lot of businesses are having to think about survival during this time. This is where innovation blooms. Think about the pain points of your customers, and how you can address them. Communicating these changes quickly is important to reassure and remind your customers of who you are and why you're the best choice for them.

We've found that many businesses that are quick to pivot and communicate with their audience about these changes are regarded highly by their customers. Remember, any changes you make now could have a lasting effect on how you do business in the future.

It's a great opportunity to realise new ways of doing business. Examples of this are shifts in the real estate industry with virtual inspections. A lot of office jobs are now able to work from home - are these changes going to be the norm? Having a business that can adapt to changing needs is essential to survival and it's the key to improved processes and systems in the future too.



**Jack Ryan** • 2nd  
Sustainable | High Performing | Architecturally Inspired | Building Product E...  
2w • 🌐

With a high level of aussies stuck at home right now, we are releasing our World Premiere of our first Social Distancing Security Screen with 'Triple F' Technology built in. (Fast Food Flap) Yes, The world's strongest security screen just got smarter with 'FFF' technology - available in 3 different sizes for Australians staying at home.

Pizza Mode 🍕 (as shown)  
Burger Box 🍔🍟 (Bigger)  
or  
Chinese Take Out 🍜 (Bigger Again)

We think this is a potential Australia Glass & Window Association (AGWA) industry award winner for Most Innovative Component 2020 at the annual Design Awards. When you order your next take away delivery service, make sure you also add on an Amplimesh SupaScreen Security Door with Triple F included. It's a must for Australians.

Happy first day of April everyone.  
[#HappyAprilFools](#) [#australianmade](#) [#Amplimesh](#) [#capralaluminium](#)

**AMPLIMESH**



# Prepare for your come-back

Now is the perfect time to do some **business housekeeping.**

Similarly, if things have slowed for you, or if you've had to temporarily close your business now is the perfect time to do some housekeeping.

Housekeeping your marketing is highly recommended during this time. It's perfect to review your customer journey, content strategy, SEO, branding, email automations, web optimisation and paid ads and creatives. What's been neglected or on autopilot? What channels do you own, or are inbound that can be refined to work even harder for you?

Have you got the Google Analytics and Facebook Pixel codes set up correctly on your website?

Objectively decide if it's the right time to stop your paid advertising. Look at CPM, CPC and ROAS. Don't make a knee-jerk reaction. People are stuck at home, and to stay connected they will be online. It will be a missed opportunity if you completely pull your advertising or reduce your spend. We'll discuss paid advertising in more detail below.

- ✓ Google analytics tracking and goals set up
- ✓ Facebook Pixel installed on your site
- ✓ Ad creatives are up to date and sensitive to current situation
- ✓ Review customer journey
- ✓ Work on content strategy
- ✓ Check performance of email nurture sequences
- ✓ Review web performance
- ✓ Analyse paid advertising performance

# The Customer Journey

## How does a stranger become a fan?

These are the four essential elements of the customer journey. Each element of this customer journey can be revisited and adapted due to COVID-19.

### Attract

Whilst the Build & Design Centre is still fully operational, there is still a level of uncertainty in the market. Make it known to your potential visitors that you are open and still operational.

### Connect

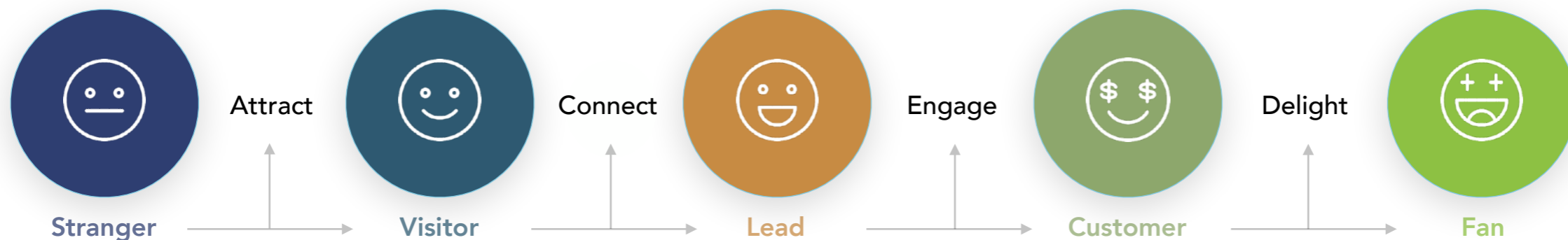
Connecting with your audience means that they've interacted with you in some way. Once they've connected in the centre, they are a marketing qualified lead (and may be a sales qualified lead). There are other ways you can generate marketing qualified leads through organic social media and paid ads. You can also generate sales qualified leads through Google and Facebook Ads.

### Engage

How do you move the lead into a customer? You must nurture them over time and have a strong sales process. This includes follow-ups, but can also involve more automated activities like email nurture sequences, especially if they need to be nurtured for a while yet.

### Delight


This one's 100% up to you, and I'm sure that you'll do a great job of it!



# Content

If your business has slowed and you find yourself with a bit of extra time on your hands it's a great time to carefully plan and prepare content for your audience. Depending on your business, this content can be used now or when things start shifting back to normal. You'll have to consider your customer journey and how each piece of content will fit into each stage of the journey.

- **Blog posts** are great for educating your audience, sharing your expertise and providing value
- **Lead magnets** are excellent tools when used effectively. Solve a pain point (or many) and make the content accessible to your audience when they might be in the early stages of their customer journey.
- **Nurture sequences** are very helpful for both leads and existing customers. Maintaining a relationship by keeping in contact with your audience is a great way to be front of mind when the purchase need arises. The key is to nurture in a way that adds value and doesn't irritate your audience! It needs to be well-thought-out and planned carefully.
- **Sales Funnels** are the bigger picture, and can essentially be a map of your customer journey. How will people find you and connect with you? How will they interact with your business before making a buying decision and how will you then convert them into a customer? You can plan and design many of these and execute when the time is right.
- **Landing pages** are essentially pages that people land on from any source. However, in this case, we'll refer to them as the pages people land on from an ad. Landing page copy can be the make or break for conversions so reviewing your content and working on your sales copy is a good idea.
- **Social media content** is probably the number one thing I would recommend to be doing regularly and consistently, whether your business is still operating or not. People are still online (and probably more so). If you stop publishing content, another business will take your place in the feed. There's a big opportunity cost to not doing this! Ventair has been consistently posting relevant content at the moment showcasing the benefits of their products.

 **Ventair - The Air Movement Specialists**  
April 9 at 2:37 PM · 🌐

Healthy air in the home, office or commercial setting is very important. Our health depends on it. 🙌 With many of us spending lots of time indoors, now is a good time to check that everything is working correctly, and making sure filters are clean. This EC Mixflow Inline Exhaust Fan is a powerful, and quiet option for those needing long duct runs, and high airflow. These are great for commercial applications 🙌

- ✓ High performance mixed flow fan - ideal for ducted applications
- ✓ Low noise operation - 28 dB(A)
- ✓ Low energy EC motors
- ✓ Fully attenuated case
- ✓ Low profile design
- ✓ Rugged mounting foot design

For more information: <https://www.vent-axia.com.au/.../acoustic-mixed-flow-inline-f...>

#stayhome #healthyair

Vent-Axia EC Acoustic Mixflow Inline Exhaust Fan



Powerful and Quiet

**Vent-Axia**®

# Nurture

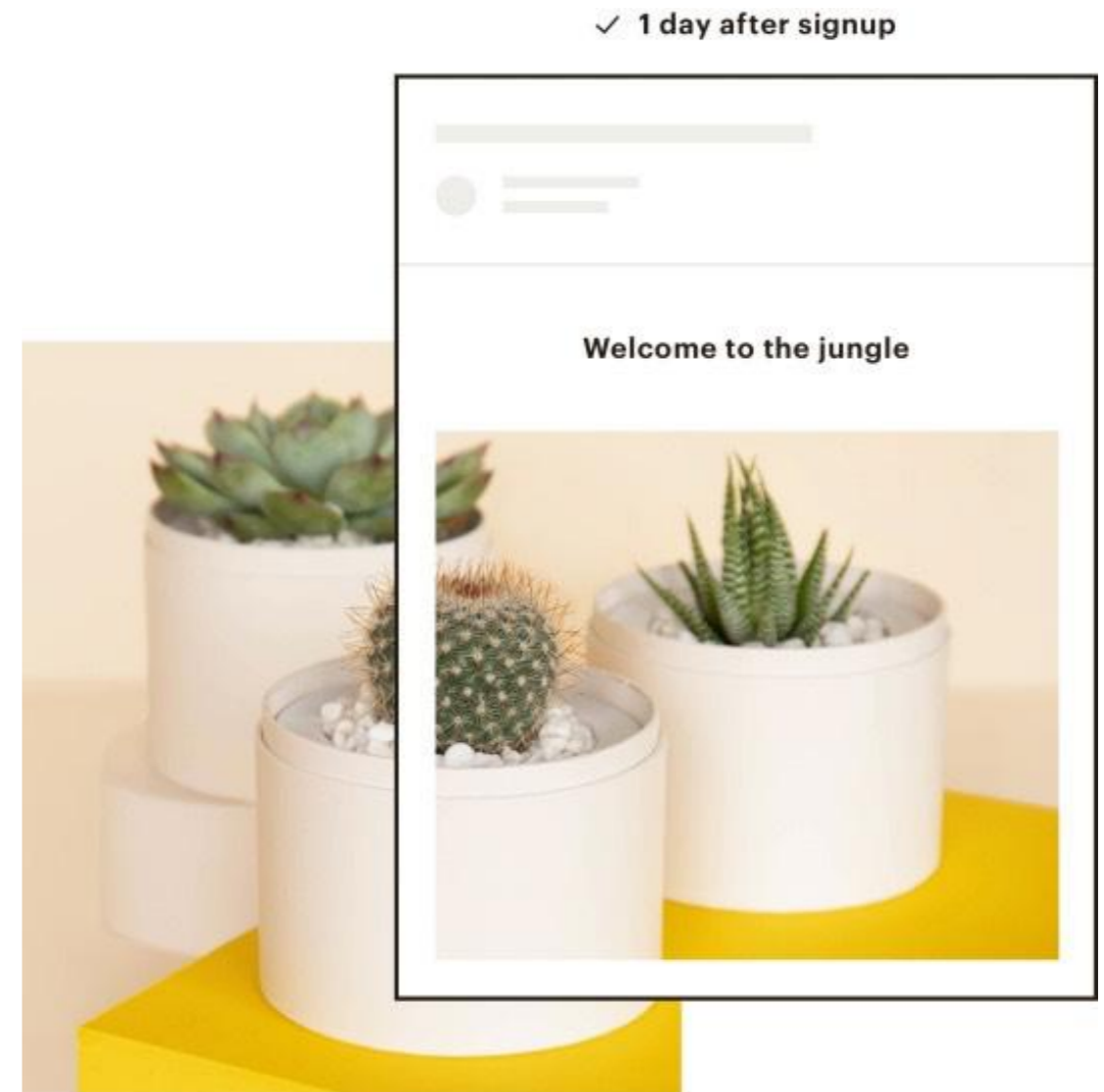
Do you have a large mailing list of contacts that have been sitting idle? **(We know you do!)**

It's time to nurture your current audience and database. What can you do to re-engage these people and help them through this time?

What are they currently going through at the moment and how can you help them? What can you do to make this time easier for them? Is it perhaps a reminder of your core products, your backstory, or what you're doing now to get through the crisis? You might also get benefit by sharing some of the struggles you're currently facing, creating a bit of empathy and honesty around your brand.

If anything, this crisis will enforce more local buying, supporting more small businesses. So being honest and open about your experiences and what you're doing to cope might be the perfect ingredient to build more trust and engagement with your target audience.

Another option is to give away free information which might not be directly involved with getting a sale at the moment but will add value and improve trust with your audience. Anything you do now to help build that trust in the relationship will only help you in the future when the dust settles and everyone is ready to resume normal day to day life and purchasing behaviours.

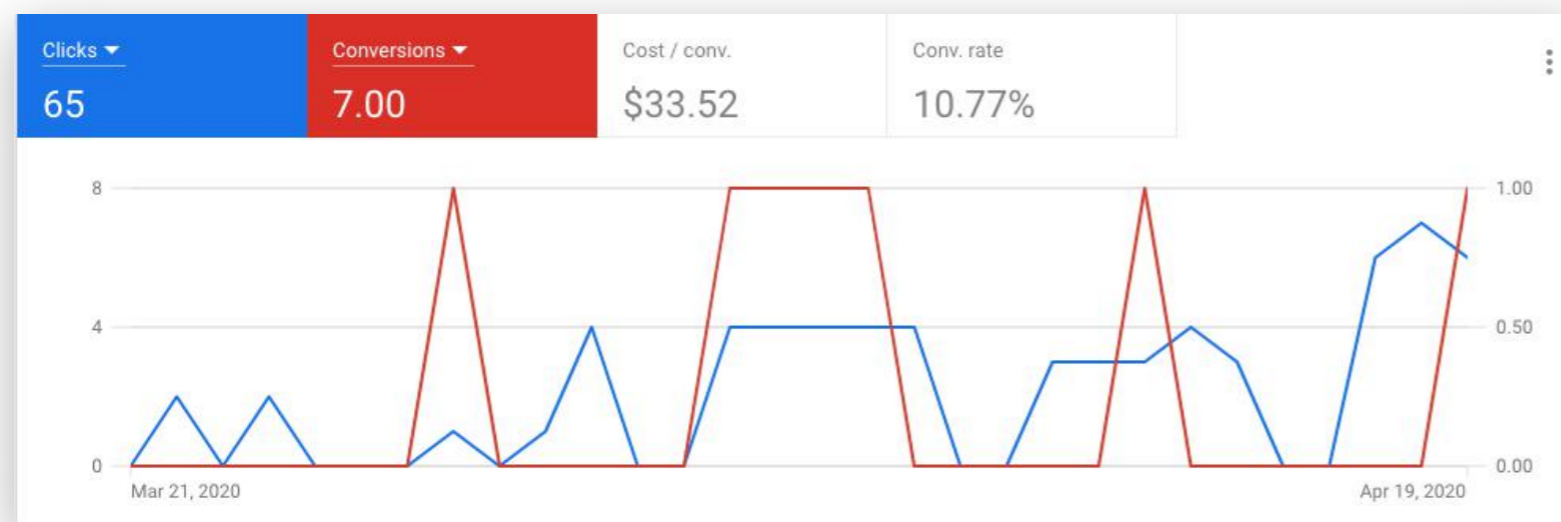




# Advertising

Keep getting sales and **build a pipeline for future business.**

Advertising during this time can play a significant role in your business success during and after COVID-19. A lot of our clients are still advertising during this period because they can still operate their ecommerce stores, they can still service new clients, they are B2B, considered essential services or they simply want to maintain a presence in front of their target audience.



One of the most important reasons to advertise is to keep getting sales and build a pipeline for future business. If advertising has been a key source of new business for you in the past, then it's likely to continue to contribute now too. People are still searching for products and services online. If people are looking for a product or service online and they can't find you - you're missing out on the chance of that sale. There's no way they can purchase from you if they can't find you. Google Ads is the perfect platform for search-based advertising.

Brand awareness is another really important reason to advertise and it can have huge payoffs. You can create really effective brand awareness campaigns with Facebook, Instagram, YouTube and Pinterest advertising. Lots of people are at home, lots of people will be on their phones browsing social media. If you have something of value that you can share, and even better, in video form, then publish it and promote it to your target audience. Running a non-sale based campaign will help improve your awareness and engagement with your audience. Also, anyone that engages with your video on Facebook and YouTube can be remarketed to at a later date, so you're also building up audience assets that might pay off in the future too.

Some of the trends we predict including seeing shifts in ad creatives with longer-form videos being the basis of stronger brand awareness campaigns. There's a new reality now. People don't necessarily have the income to make frivolous purchases but they do have the time to consider them. Take advantage of this opportunity to be seen and heard by your target audience. Some effective ideas of building brand awareness and presence are educational videos about your brand and your products, sharing user-generated content and value-add videos about your products and services.

Further, a lot of people are adjusting to a new way of life and need new products. Some examples are gym equipment, home office equipment and things to entertain the kids for more than 2 hours at a time. Some of these products are things they've never had to look for before, so there's a whole new audience opening up to a lot of businesses. If you have a product that is in one of these 'emerging' categories, ensuring you are seen by these people is crucial. This post from QLD Security Screens could be a perfect example of tapping into a new market, as people are spending more days at home they might find themselves bothered by the flies and bugs getting in the house!

## New to paid advertising?

**If you haven't advertised before I recommend you consider these things before jumping in.**

Do you have the cash flow to sustain the ads over at least a month or more?

Do you have an existing database you could remarket to rather than starting from scratch?

Do you have a really lucrative offer or a product in a high demand market?

If not, I highly recommend working on your organic strategy, pivoting your offer if you can and reinvesting any revenue you do earn back into the business. If you would like some more personalised advice about advertising, please contact us and we'll give you our honest opinion.



# Transparency

Times are very uncertain. [Are the shops open?](#)

Can people even be outside? Can they visit their mum? These are all questions that have circulated in the media recently. People are looking for clear, honest, communication.

Be transparent with customers about service levels, shipping time and any changes (or no changes) to your daily operation. These things can have a long term impact on your brand - positive or negative based on how you communicate.

**Haymes paint have done a great job with their Facebook Cover photo**

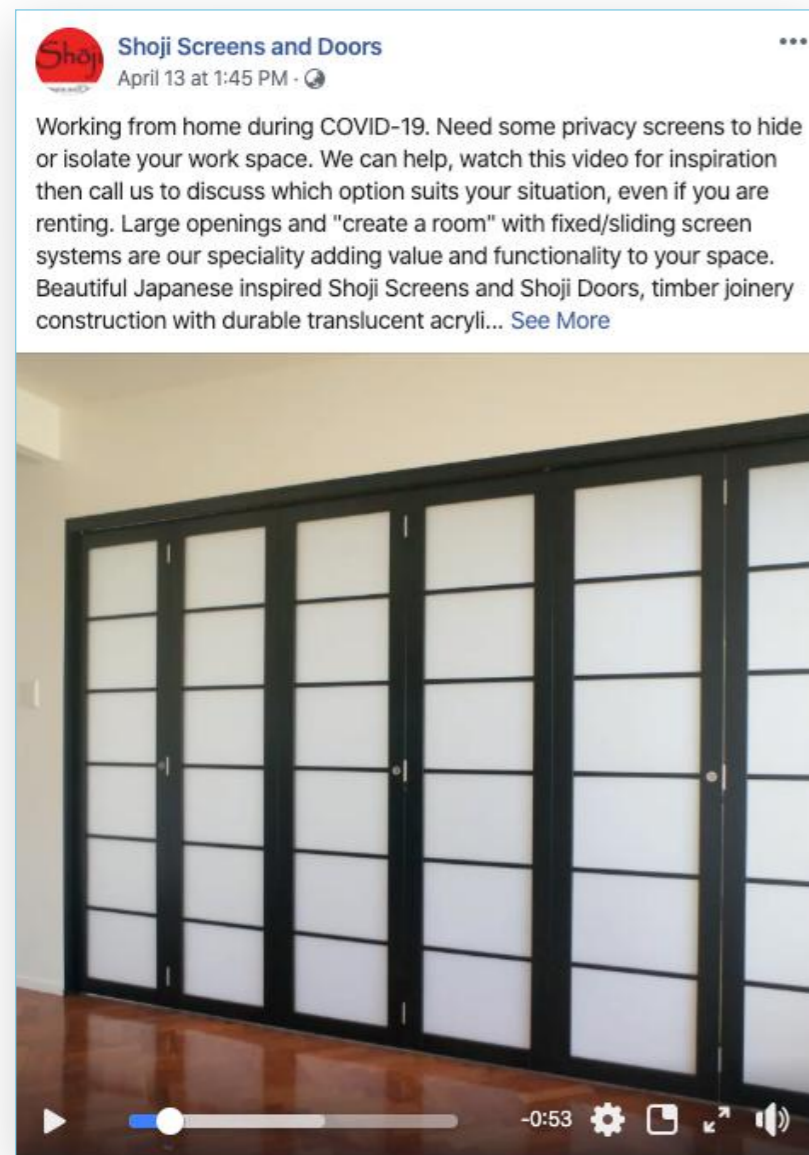


One of the simplest ways to do this is to have a landing page with important information. People are searching and they want to know are you open, do you have stock, can I still do business with you? Make this easy for people to find and see.

The last thing you want to do is oversell on a product you can't deliver. Or for service-based businesses you might miss out on a lead because your site and socials have been ignored and people assume you're out of business. Can they expect a response from you if they get in touch? If it's unclear, they might just go to a competitor where they are sure. Also, if you're seeing a dip in ads, review your ad creative and increase the transparency to alleviate some uncertainty. People might be avoiding any follow-on action because your ad copy doesn't address the current situation.

# Rethink your product marketing

Be flexible with your [messaging](#).



If you have noticed a product that normally performs really well but has seen a dip (and is still relevant, if not, see “Pivot” above), there’s an opportunity to rethink your product marketing with a fresh set of eyes. Your product might be helpful in multiple ways, and you’ve always succeeded in promoting one or a few of these benefits.

There might be another benefit that is more suited to people right now. For example, Shoji Screens has done this well in their recent Facebook post highlighting how their screens can help hide or isolate workspaces.

Think about what your customer’s pain points are. Adjust your messaging and ad creative in line with these new pain points. These subtle shifts in messaging are effective in tapping into the consumer mindset right now. Subtly addressing these might fare better than inappropriate puns or being aggressive in your messaging.



# Patience

People finally have more time to consider **buying decisions**.

People also have more time to consider their purchases. More time to price shop, compare and think about whether they really want to spend the money. The sense of urgency has gone down for them as different behaviours emerge.

Instead of being on the go and needing to just make that purchase or send that enquiry before moving onto the next task, they are at home, with no rush to move on.

Different buying patterns need to be expected, and it's not necessarily people holding onto their money.

Nurture people a bit longer than you normally do to keep them in your funnel and lead them to purchase when they are ready.

Time Lag in Days ?	Conversions ?	Conversion Value ?	Percentage of total	
			Conversions	Conversion Value
0	2,249	\$0.00	67.86%	0.00%
1	37	\$0.00	1.12%	0.00%
2	19	\$0.00	0.57%	0.00%
3	10	\$0.00	0.30%	0.00%
4	16	\$0.00	0.48%	0.00%
5	15	\$0.00	0.45%	0.00%
6	25	\$0.00	0.75%	0.00%
7	20	\$0.00	0.60%	0.00%
8	14	\$0.00	0.42%	0.00%
9	9	\$0.00	0.27%	0.00%
10	10	\$0.00	0.30%	0.00%
11	10	\$0.00	0.30%	0.00%
12-30	213	\$0.00	6.43%	0.00%
31-60	228	\$0.00	6.88%	0.00%
61-90	439	\$0.00	13.25%	0.00%

A good way to analyse this shift is to look at your Google Analytics Time Lag reports. You can see how many days after the initial visit it takes for people to convert. Compare this over time to see the shifts in behaviour. You'll need to have goals set up in your Google Analytics to view this data.



# Plan ahead, but not too far

We are all in this together. No one knows how long this is going to last. So be adaptable, flexible and willing to change. Definitely think about things you can leverage that won't cost you money, but also consider if paid advertising is the right move for you.

We 100% recommend you reevaluate what resources you currently have. Do you have an existing database, custom audiences, organic channels that perform well that you can continue to leverage?

Adjust to the new normal, and make sure any of your previous advertising that's still active doesn't counteract that. Audit everything! Remove anything that could be sensitive or social unacceptable now - like any references to catching up with friends, or images of parties, etc. If anything, these are the perfect bait for trolls, and no one needs a troll!

Remember people are in positions they've never been in before - so new items might be more popular than before, but also non-essentials might be just the thing they need to bring them comfort and joy.

Just like you have time to do the housekeeping things in your business, people have the time now to have the time to do the housekeeping in their own lives. Things they've been ignoring that they finally have the time to address. The leaking tap in the bathroom, the deck needs a facelift, updating blinds and shutters, installing new ceiling fans... Anything that can make staying at home a little more comfortable could fare well now. Do you have anything that serves this need?

At PupDigital, we're proud to say we practice what we preach. We've been working on lots of value-add content and adapted our Facebook and Google Ads campaigns to focus on bringing in new business now and in the future. We've been offering flexible management with no minimum contracts to help alleviate this uncertainty for our clients. We are flexible and will adapt our strategy to keep up with anything our clients change in their business. It is important for us to be able to adapt quickly and support as many businesses through this as possible.

We hope this has been really helpful for you, and if you have any questions please don't hesitate to reach out to us at [hello@pupdigital.com.au](mailto:hello@pupdigital.com.au)

pupdigital.