



DISRUPTIVE LEADERSHIP STRATEGIES DURING A CRISIS

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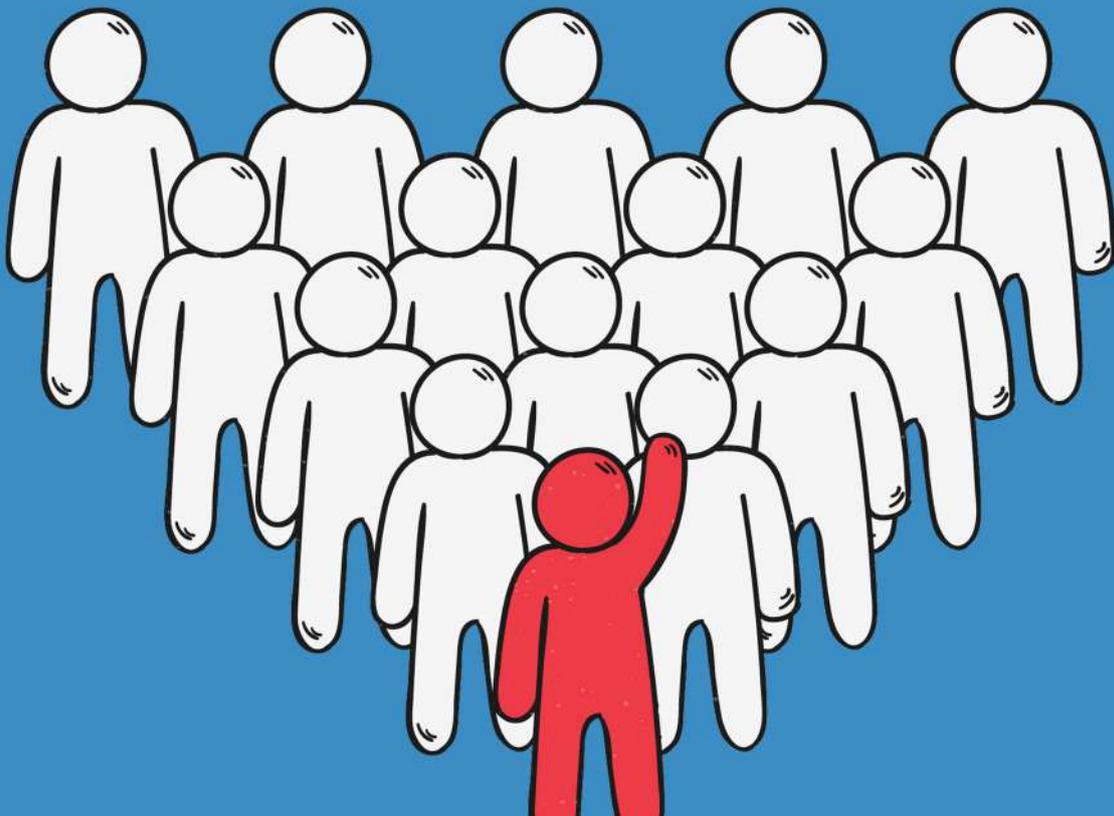
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Introduction

The COVID-19 pandemic has made everyone embrace a new way of life, something that we now call the "New Normal." Although the impact on the businesses has aggravated an economic slowdown, companies are managing with layoffs while not letting it affect the industry.

In this whitepaper, we will discuss some of the leadership strategies that the current marketing leaders are taking up to reduce the downturn's impact. In recent research, EY has reported that 41% of the world population is anticipating unemployment in this quarter. But for businesses, this period is necessary to continue scaling their marketing operations.

Let's first see the reasons why Marketing Operations should continue.

Reasons to Continue Marketing During the Economic Slowdown

Researchers have pointed out that marketers who continued Marketing Operations have benefitted from increased lead generation and conversion during and after the crisis.

The main reasons why you should continue marketing campaigns –

- Many companies may limit their marketing activities and expenses, which leads to a significant drop in the "noise level." The decreased noise level will help make your campaigns attract engagement.

With the marketing budget plummeting during the recession, low-cost marketing activities such as email marketing can boost short-term lead conversion.

Continuing marketing activities will culminate in engaging with customers and prospects. They are the most critical support for your business right now.

While budget cuts are a big issue to scaling marketing operations, past data has shown that companies who continue to have a marketing budget during the recession thrive afterward. In a nutshell, the management needs to strategize the business by evaluating risk, engaging the customer, and managing the clients. But most of the execution work can be outsourced at a much lesser cost.

Reassuring Customers With Empathetic Communications

Economic downturns are cyclical, and this is not the first time that a recession has hit us. Studies from the past have shown that when the market situation goes volatile, the first people you need to look after are your customers.

These are the times your customers might be having a hard time maintaining faith in brands amidst uncertainty. Hence, it is essential to foster customers' confidence and the brand image by clarifying and reassuring them about who you are.

In this situation, your customer marketing team should continue empathetic communications. Inclusion of words such as "we" in brand communication indicates your entire team's effort. And helps your customers believe in you.

Automation to Maintain Brand Image During a Crisis

COVID-19 pandemic has pushed the world to uncharted territory, and it is leading to an automation boom. This crisis is accelerating the transition to automation. According to experts, it'll also boost investments powering that change.

A common viewpoint is, during a downturn investing in technology could be expensive, and firms would be hesitant to make capital investments. However, the economic literature from the last decades shows that most technology-related investments were made during a crisis.

You can compensate for the lack of human effort by using technology to maximize productivity with much better finesse. The trick though is to implement and manage the technology right. Hiring automation experts can prove to be expensive for companies. Since the operations need to run, businesses must focus on finding an alternative, for instance, hiring an expert agency. That will help in the proper implementation and management.

Choosing the Right Platform

Selecting the right automation platform also plays a vital role in the success of customer communication and engagement. Choose the automation platform that allows automating the right messages to the right segment of customers at the right time.

Leveraging an automation system for inbound marketing will help in customer outreach. It helps in identifying specific segments of contacts who need to be contacted regularly, or who are inactive and have shown no interest in your brand or communications. A good automation platform helps businesses qualify leads based on their responses and actions.

If you are yet to adopt an automation platform or migrate your current marketing operations to an automation platform, it is best to outsource your client outreach and marketing efforts to an agency with experience in implementation and driving growth using automation tools.

Managing the Workflow of the Marketing Team

After a situation facing layoffs, it's typical for your marketing team to feel overwhelmed with the workload. It is advisable to extend the team to an outside agency to help navigate this situation.

Outsourcing lets businesses run processes within flexible costs.

A Harvard Business Review (HBR) research finding concluded that modern CMO assistance by marketing agencies could boost business growth via four marketing services:

- Product marketing
- Marketing operations
- Analytics and data analysis
- Lead conversion support



Benefits of Outsourcing During the Recession

Many businesses might be apprehensive of outsourcing a vital job. Yet, there are many potential benefits you need to consider, including:

An Extension of the In-house Marketing Team

In crises, it is essential to focus on strategy while spending less and less time on execution. While execution too is crucial for a business. It is paramount to give support to the internal team so that they can plan better.

Offers On-Demand Marketing Solutions

Layoffs can hurt teams in a way that you lose talent. Specific business requirements, such as developing websites, whitepapers, webinars, or custom campaigns, need experts. Outsourcing such projects to an agency can free you from all the hassle. You can make use of skill sets required for the project from the marketing agency, as and when needed, based on the contract.

Fixes Practical Problems

There are specific problems that one needs to fix, especially during a recession. Things like stagnant pipeline, lead quality, and declining campaign results need to be evaluated.

Adding experts to your team might allow you to take opinions as well. Investing in experts right now will prove to be beneficial in the long run.

Marrina Decisions has a proven track record of helping clients execute multi-channel campaign execution utilizing their expertise and detailed processes, and we'd like to help you do the same. Contact us today to find out how we can bring winning results to your next marketing campaign.

LEARN MORE ABOUT MARRINA DECISIONS

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