

## Short-Term Disruptions Can be a Catalyst for Long Term Growth



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## Debrief - Time to Reflect

- Key Questions to Ask
  - What have we learned?
  - Where are we strong?
  - Where can we improve?
  - **How well did we communicate with our customers?**
  - How has the marketplace changed?
  - **How nimble were we in developing a plan to meet customer needs?**
  - How have our customers needs and expectations changed?
  - What is the new baseline for these expectations, and can we accommodate it?
  - How are we stronger on the other side of disruption?
  - How can we minimize the impact of future business disruptions based on what we know now?
  - Armed with this new knowledge and experience, what is our company's future state to be?

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**Debrief Question #1**

- “How nimble were we in developing a plan to meet customer needs?”
  - *Improvement*
  - *Leverage*

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**But we were comfortable – Seth Godin**

Some of the shift to digital is unwanted, fraught with risk and lonely.

But in some areas, organizations and leaders are realizing that it's actually more powerful and efficient.

So why didn't you do it before?


Because it's easier to follow.

Because it's more comfortable to stay where we are.


Waiting to do something because you're forced to is rarely a positive approach to growth or leadership. Abrupt shifts against our will may cause change, but they're inefficient and destabilizing.

Next time, take the lead. Not because you have to, but because you can.

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## Debrief Question #2

- “How well did we communicate with our customers?”
  - *Improvement*
  - *Leverage*

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## #1 Priority Protect & Retain Customers

- Best opportunities for quick growth
- Established relationship
- Trust
- Competitive threat

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## New Customer Acquisition

- May look like current customers
- May be in new industry segment(s)

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## Which types of Companies?

- Mirror Good Customers
- Emerging New Customers from Disruption
- New Skills Based Opportunities
- Competitive Edge
  
- Industry Trend Research
- Choose 2

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## Selecting the Ideal Contact

- Engineer? Purchasing Agent? Owner?
- Purchase Decision Maker/Influencer
- *Why is this important?*

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## Inbound or Outbound Marketing?

- What's the difference?
- Advantages
- Disadvantages
- Examples

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## Outbound Marketing

- Outbound *Pushes* Messages Out
- Short-Term Gains
- Higher Long-Term Cost
- More Traditional Channels
  - *Television Ads*
  - *Radio Ads*
  - *Telemarketing*
  - *Cold Calling*
  - *Newspaper and Magazine Ads*

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## Inbound Marketing

- Pulls Prospects through Content
- Higher Short-Term Costs
- Long-Term Strategy
  - *Blog Posts*
  - *Social Media Campaigns*
  - *Videos (search engines love them)*
  - *Newsletters*
  - *White Papers*
  - *Webinars*

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## Use Both Outbound and Inbound

- Inbound Helps Build Sales Pipeline
- Outbound Helps Move Prospects Through Buying Process
- *SEO and SEM Connect Buyers With Content*

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## Measure Results

- Track Response
  - *Incoming calls*
  - *Contact Forms*
  - *Email Inquiries*
  - *Referrals*
- *Measure*
  - Data Driven Marketing Decisions
  - Shift resources to maximize ROI

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## Questions

- Thank you for attending this webinar.
- We're here to answer any questions you have during this challenging time and beyond.

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