

Virtual Marketing During a Crisis



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Business Disruption and Interruption

- Marketing in tough times
- What can be done now
- Create short term strategy
- What should be done going forward
- Multiple channels
- Q&A



2 Team Huddle



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Talk to Your Customers - #1

- How are You?
 - How is Your Business?
 - Where are You Challenged?
 - Can We Help?
-
- Use this information to identify opportunities to support by filling the voids they are experiencing.

3 Team Huddle



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How *Can* You Help?




- Flexibility in delivery times
- Additional stock production
- Capability to do more work internally
- Partner with complementary vendors to provide total solution
- What unique capability can you offer?

4 Team Huddle




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Word of Caution

- Times are unprecedented
- You want to help
- Make sure you can deliver

5 Team Huddle



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Get the Word Out

- Understand challenges
- Capabilities
- Fill the Gaps/Needs

- *Be relevant. Focus on customer needs, so your message isn't lost in the "noise".*

6 Team Huddle



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Get the Word Out – More Channels

- Website – Over 70% Source Online
- Email
- Social Media
- Online Meetings and Webinars



7 Team Huddle



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Go Forward Thoughts



- Creativity and Innovation
- Communication System
 - Start now
 - Will serve you now and in the future
 - Outreach to customers and prospects

8 Team Huddle



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StratMG – Our learnings & successes

- **Our Key Learnings –**
 - **Customers –**
 - Easy to find, work with, purchase from & re-order
 - Provide knowledge, insight & collaboration
 - **Prospects –**
 - “Before people buy from you, they have to buy into you”
 - Leads don’t care how much you know until they know how much you care”
- **Our Results –**
 - \$50M+ revenue impacts
 - 100+ projects completed
 - 90%+ successful projects
 - 95%+ customer satisfaction



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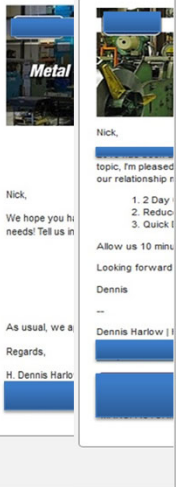
1 Email Marketing – Be Resonating

- **Goal –**
 - *Build deep & meaningful relationships*
- **Critical factors to success –**
 - *Segmentation –*
 - e.g. Purchasing, Engineers, etc.
 - *Personalization –*
 - **Positioning is everything!**
 - Be a partner, not a vendor
 - *Mobile responsive*
- **Platforms to consider –**
 - *Email Preview – <http://www.putsmail.com/>*
 - *Subject Line – <http://www.subjectline.com/>*
 - *SPAM Score – <https://www.mail-tester.com/>*



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Email Samples



Metal Stamping

Quality of a stamping process is dependent on many factors:

- Material
- Design
- Drawings
- Forming & the stamping process

Dear Nick,

Believe it or not - your metal stamping partner can actually deliver savings in time and money.

At [redacted], it is our tradition! A simple example -

Company Background: A leading agriculture equipment manufacturer utilized multiple vendors to produce their disc harrow units

Critical Issue: Cost & time involved in vendor management were too high

Reason: Utilizing multiple vendors for the various pieces was driving costs up

In steps [redacted] ...

Solution: [redacted] designed an assembly line to produce the final product using 19 components

Result: Reduction of costs by 35%, bandwidth savings on vendor management 22%

We, at [redacted], are a family owned company with over 6 decades of success. We enjoy conquering obstacles so go ahead, put us to the test - see what we can do.

We're excited about executing your needs and saving you time and money.

Dennis

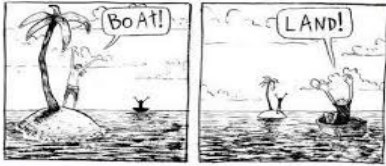
Dennis Harlow | Head of Sales

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2 Website – Be Relevant

- **Goal -**
 - Be a *Trusted Partner* – NOT a Vendor
 - Establish *Trust & Credibility*
- **Critical factors -**
 - *Relevance, relevance, relevance!*
 - Focus on benefits, not features
 - Success Stories/Case Studies
 - *Mobile responsive*
 - *SEO - Keywords/Phrase research*
- **Sample tools to test the site -**
 - Hubspot - <https://website.grader.com/>
 - Quicksprout - <https://www.quicksprout.com/pro/>
- **StratMG – Generate a website report for you!**
 - *First 20 requests*



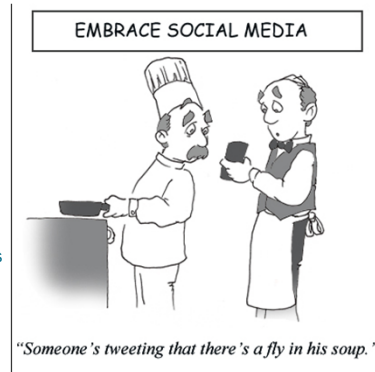
Perspective...

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3 Social Media – Be Genuine

- Goal -
 - Listen, Learn, Apply & Grow
- Critical factors -
 - Leverage public feeds to listen
 - #CustomerName, for e.g. on Twitter
 - Offer value in private channels
 - LinkedIn Groups, for instance
 - Automate the easy stuff
 - Responding to common customer queries
- Platforms to consider -
 - Buzzsumo - <https://buzzsumo.com>
 - Trending topics, influencer lists, etc.
 - Rival IQ: <https://www.rivaliq.com>
 - Compare your social engagement Vs your competitors
 - Hootsuite: <https://hootsuite.com>
 - Automate posts, quantify the effectiveness



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Moving Forward - Marketing Channels

- In order of effectiveness, the most cost effective marketing channels w.r.t. time invested to ROI -
 - Website
 - Email
 - Organic Search
 - Social Media (Blogs within Mfg)
 - Paid Search
 - Mobile
 - Display Ads
- Tip-
 - Pick no more than 2 or 3 to master
 - Do less, get more!



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IMEC Resources

COVID-19 Support Links found at:
<https://www.imec.org>

Find a Supplier

Be a Supplier

Helpline

Manufacturer Discussion Forum

COVID-19 Updates

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