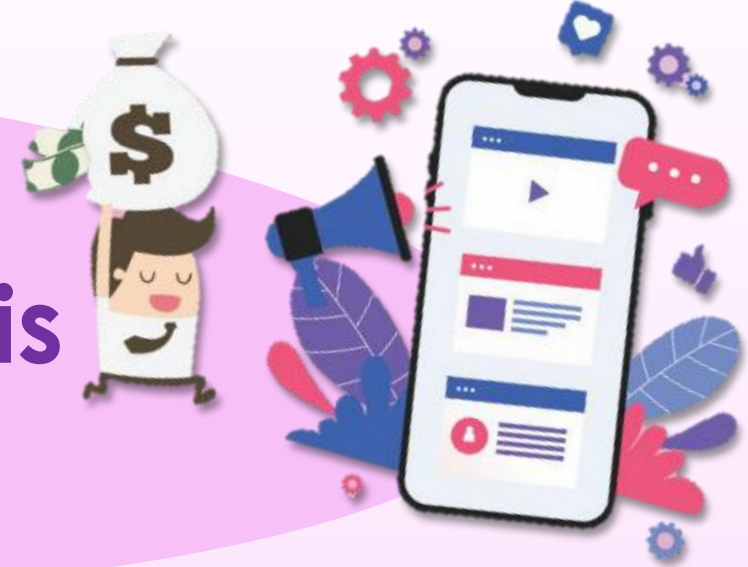


Optimizing Online Business in COVID-19 Crisis

2 May 2020 | 13.00 -14.30



Agenda

- 13.00 **Session 1:** Marketing in the Era of Pandemic?
- 13.40 Practice your Canvas
- 13.50 **Session 2:** Internal Marketing “During & After” Pandemic
- 14.15 Notes for Next Seminar?

Session 1: Marketing in the Era of Pandemic?

Are your Marketing team ready for **the next wave**
of the new normal?

Issues arise...

- How to plan the company's future **during & after** the pandemic?
 - How to prepare **my staff** for the "new normal" following the COVID-19?
 - Is there any **guideline/solutions/best practice** to help me successfully operate my business for "re-opening"?
 - What are the **digital tools and channels** I need to embrace?
 - How to **transform** my business from offline to online? Any other options?
- Etc.....

What's "New Normal" In Consumer behaviour and Marketing?

Digital disruption
(The **first wave** of New Normal)

The new paradigm of consumption

COVID-19 disruption
(The **next wave** of New Normal)

The New Mindset

Vision

Plan (a b c d e....)

Strategies (1,2,3,4...)

is required to interact with this new reality...

What are we going to do today?

- **Situation analysis :**

1. Know Yourself: Digital capabilities analysis

2. Know Your Competitor: Competitor analysis and their digital capabilities

3. Know Your Customers: Identify target audience through their past offline/online behaviours

1) Know Yourself: Digital Capabilities Analysis

	Basic knowledge	Limited experience	Advanced application	Outsourcing or In-housing	Describe your current activities
Website					
SEO					
SEM					
E-mail					
Display ads					
Social Media					
- Facebook					
- Line					
- Instagram					
- Others (.....)					
Mobile					
E-marketplace (Lazada, Shopee etc.)					

How effective your Active Digital Marketing Channels have worked previously?

Think about.....

- Your customer
- Your specific sector in the industry
- How your company measures up to your competitors
- Industry trends

Starts by answering these basic questions.....

- Where am I now?
- How do I measure up to competitors?
- How effective have I been so far?
- What are my main strengths and weaknesses?
- How successful have previous activities been?

2) Know your Competitors: What's everyone up to?

Where to start?

- **Basic Google Search**

Specific Keywords, Brands, Products. Look at the top-ranking sites!

- **Social media Search (e.g. hashtag, keywords, product search, etc.)**

*** Once competitors have been identified, every aspect of their campaigns must be noted***

- How good they are at what they are doing?
- What are their prices?
- What are their delivery options?
- What is their range of products?
- How well do they articulate the value of their goods?

**Compare, Compare,
Compare your digital
capabilities with your
competitors!**

Additional tools to help tracking your competitors

Google Tools

- **Google Analytics:** Keep tabs on who is visiting your website, where they are coming from, how they found it, and what they are specifically searching for.
- **Google alerts:** Set up alerts about specific subjects to keep a close eye on your marketplace—for example, every time a competitor is mentioned—that will come straight to your email inbox.
- **Google AdWords Keyword Planner:** See exactly how consumers search, what words they use to search, and what terms they use, as well as getting ideas for keywords that may prove useful to your campaign.
- **Google Trends:** Allowing you to search for a certain subject over time, this tool gives insight into whether a search topic is gaining in popularity or if the topic is in decline.

3) Know your Consumers: and their choices

- Needs
- Economic psychology of price and value
- Sales promotion effects
- Attitudes
- Emotions
- The socio- cultural realm (e.g. Rituals, Myth, Norms, Group influence and sub- culture)
- The socio-familial (e.g. Family life-cycle, Family roles, Children's buying power etc.)

Building your Target Audience Profiles (Personas)

1) Basic information

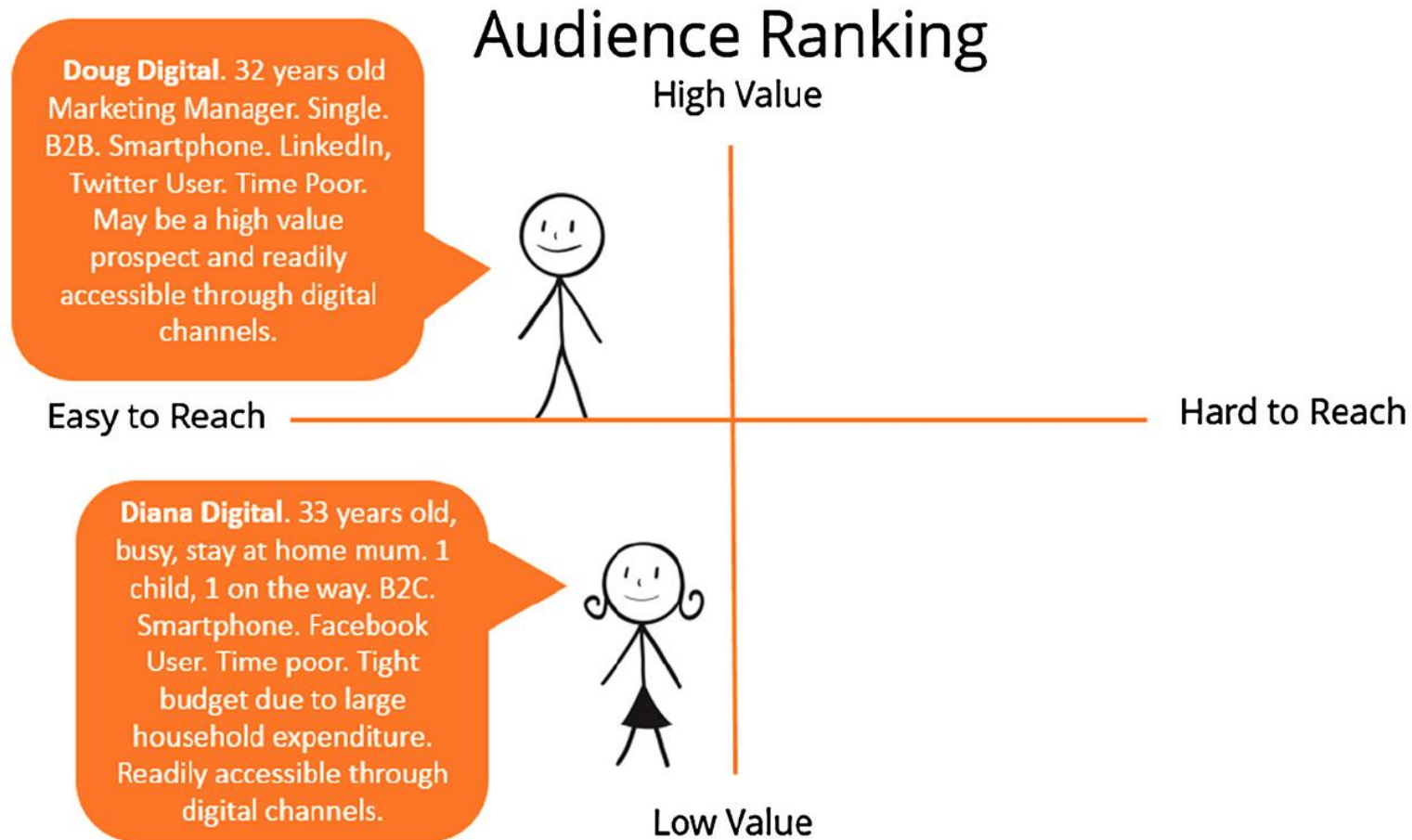
2) Online/offline behaviour and digital activities

What your target audience's online behaviours entail?

To be able to respond to this crisis, you have to get to know ***every aspect of your audience members.....***

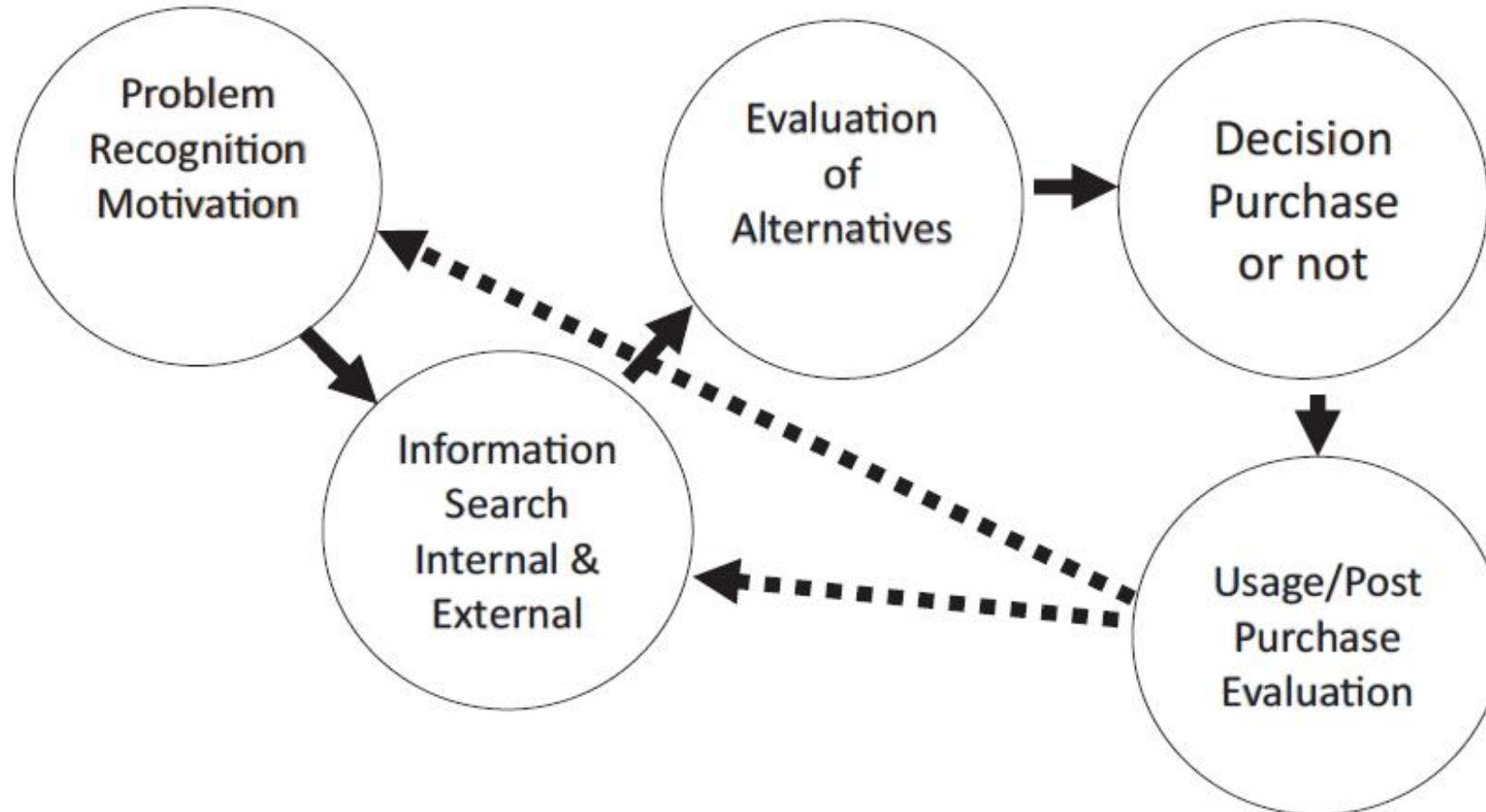


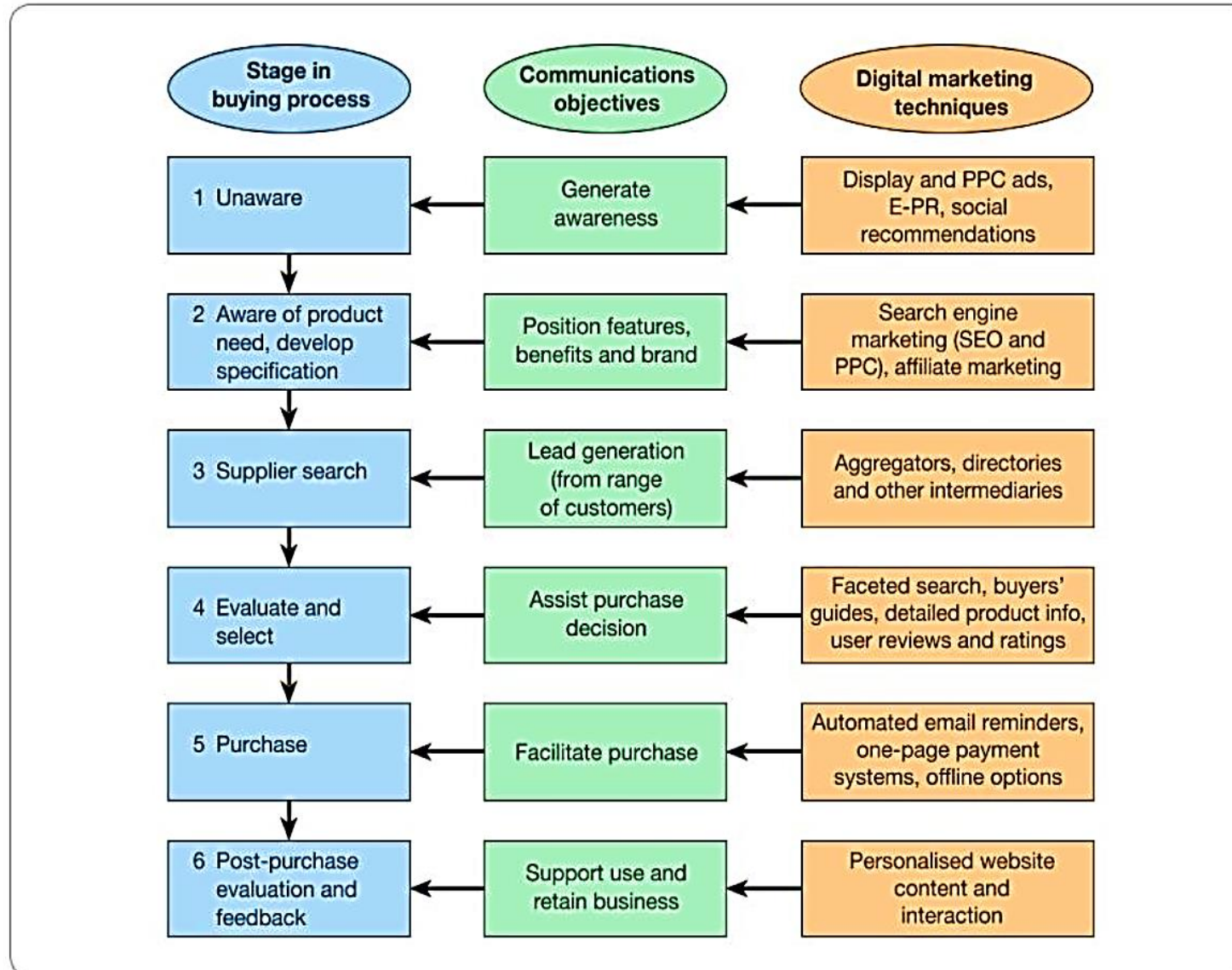
Prioritize Your Target Audience



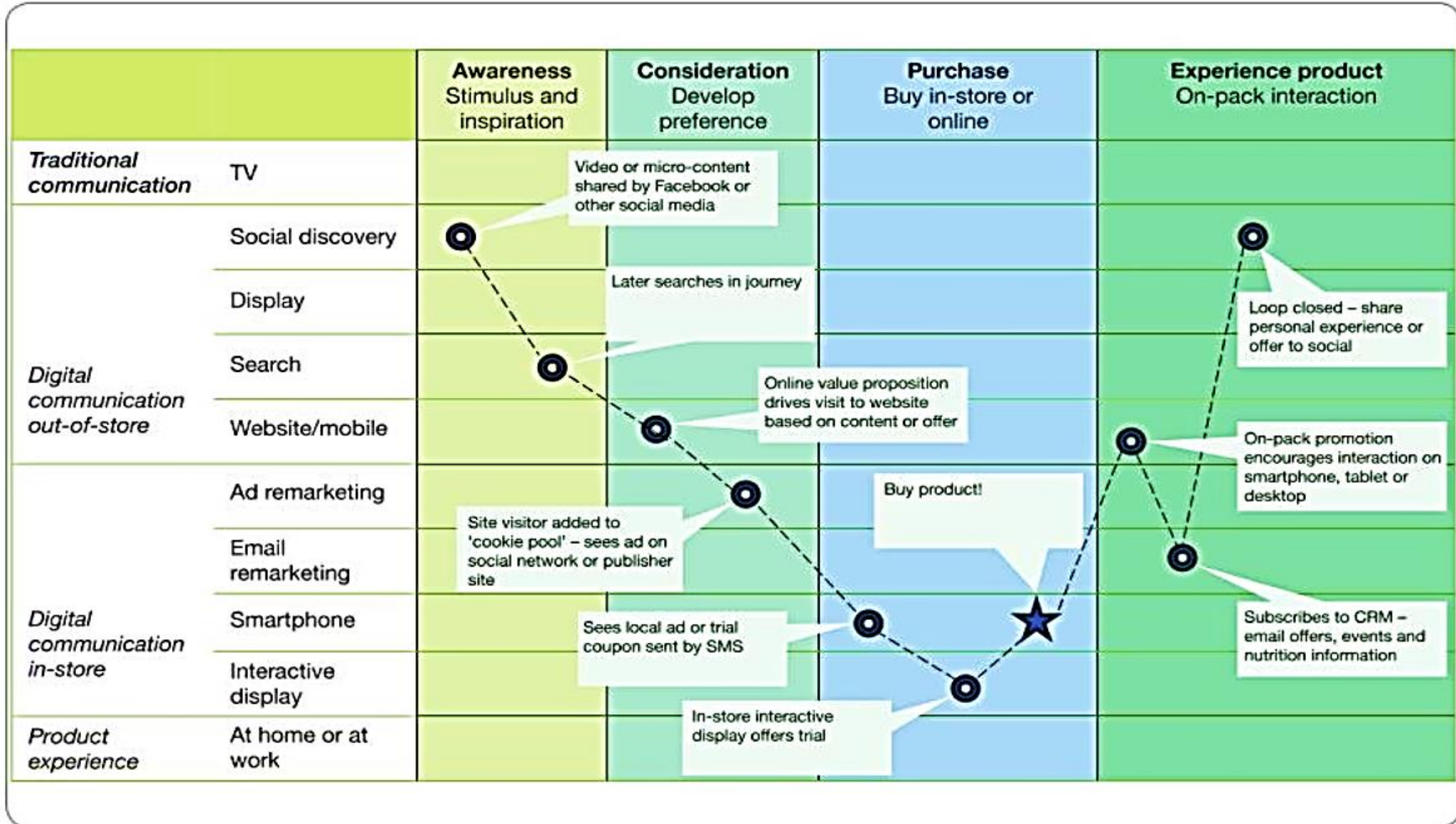
How consumer behaviours and their related purchase actually happens during COVID-19?

Know your Consumers Decision Process (Then versus Now)





Example of Customer Journey Map



Your turn! Mapping your own Customer Journey Canvas

		Problem recognition (Awareness)	Information search (Interest)	Evaluation/Consideration	Purchase (in-store/online)	Usage/Post purchase evaluation
Offline communications	TV					
	Printed media					
	Outdoor advertising					
	Radio advertising					
	Event					
	Others (.....)					
Digital communications	Website					
	E-marketplace					
	SEO					
	SEM					
	E-mail					
	Display ads					
	Social media					
	- Facebook					
	- Line					
	- Instagram					
	- Others (.....)					
	Mobile					
Others (.....)						

Reflections

- Refresh your mindset (Why we need to do the situation analysis? Again!?)
- Re-check your Digital capabilities Versus your Competitors
- Revise your target customers, mapping their journey and understand their changes behaviours (Then versus Now)
- Creating a sense of 'Awareness'.... What is missing, Is there any mismatched ? And Are you ready to go fully digital?

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- Dodson, Ian. The Art of Digital Marketing : The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, John Wiley & Sons, Incorporated, 2016. ProQuest Ebook Central, <http://ebookcentral.proquest.com/lib/ncl/detail.action?docID=4497500>.
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing (Seventh ed.)
- Smith, A. (2020). Consumer behaviour and analytics : Data driven decision making (First ed.).