

OrionX<sup>net</sup>

## Marketing in the Age of Coronavirus

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### 4 Actions to Take Now



Dan Olds



Shahin Khan



Celia Chase

OrionX Webinar

Tuesday, March 24, 2020  
11am Pacific, 2pm Eastern



## Big Human Challenge

### Why this Webinar?

Unprecedented. Urgent.

How do we move forward in the face of tragedy?

Massive change to business.

What can we do now that is productive and not tone deaf?

# OrionX Speakers + Agenda



Dan Olds

- ✦ Favorite quote
  - “Don’t believe everything you read on the net”  
Abraham Lincoln
- ✦ Bucket list travel
  - Russia, India, and maybe Des Moines



Shahin Khan

- ✦ Favorite quote
  - Change is easy when it’s your own idea
- ✦ Favorite app
  - ImageAlpha, Inkscape, Gimp

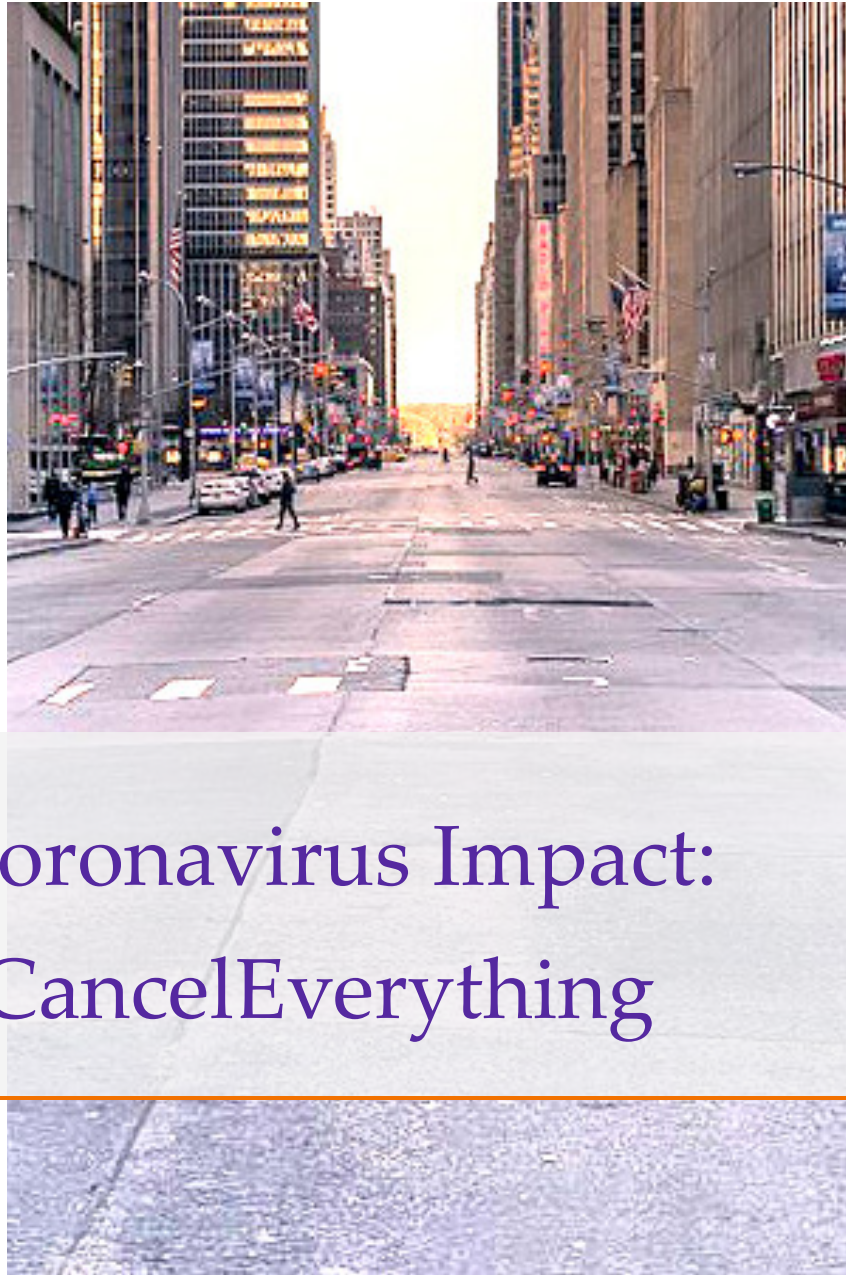


Celia Chase

- ✦ Claim to fame
  - Went to the same high school as Steve Jobs
- ✦ Pet peeve
  - Cell phone texting in a movie theater

## Agenda

- ✦ Impact on business
- ✦ Impact on marketing and sales
- ✦ 4 actions to take now



Coronavirus Impact:  
#CancelEverything

## Goldman Sachs Predicts 'Unprecedented' 24% Drop In U.S. GDP Next Quarter

- ✦ Stock market free fall – Dow down 30.27%
- ✦ Shelter-in-place, near lock-down
- ✦ Airlines face \$113+ billion revenue drop for 2020
- ✦ Almost all tradeshow and conferences canceled



## Coronavirus & Tech Industry

- ✦ Disrupted Supply
  - Supply chains for companies, who rely on ‘just in time’ deliveries, have been radically disrupted
  - “It takes 2,500 items to build a car, it takes one not to.”
- ✦ Disrupted Demand
  - Sales cycles are extending
- ✦ Disrupted Revenue
  - Growing topline pressure
- ✦ Industry Reaction
  - Companies are limiting travel
  - They are requiring work from home
  - All industry events are either converting to digital or being outright canceled

Seems pretty dire, right?

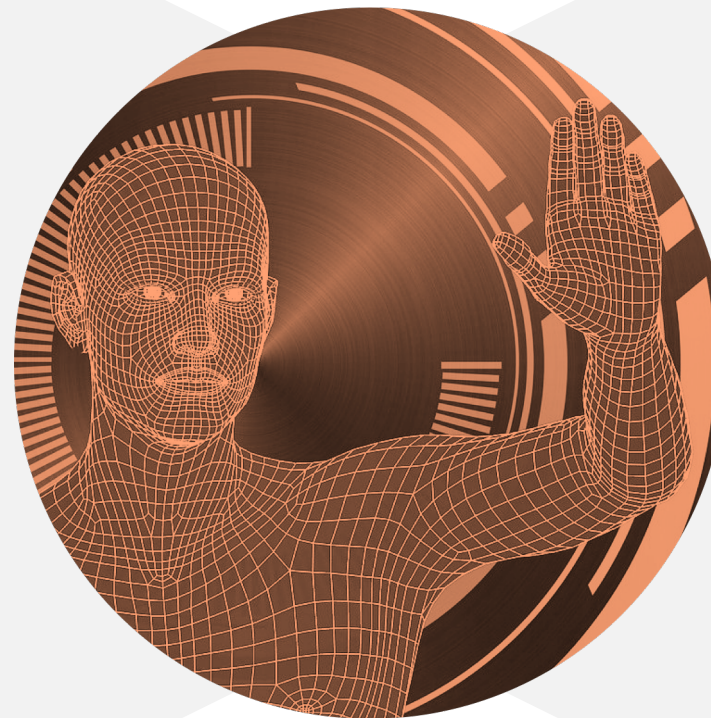


# Initial Impact of Coronavirus on Sales & Marketing

## Digital Must Become More Human

### In-Person is Gone

- ✦ Face-to-Face Meetings
- ✦ Physical Events
  - Trade shows
  - Customer events
  - Road shows
  - Analyst days
  - Press events
  - Staged events and launches
  - Sporting events
  - Some video shoots
  - Some PR



### Digital Must Be More

- ✦ New digital must make up for
  - F2F events
  - Human relationships
- ✦ And do the usual, but differently
  - Blogs
  - Webinars
  - Podcasts
  - Newsletters
  - Email
  - Ads
  - Social Media
  - SEO
  - SEM
  - Some sponsorships
  - Some PR

### New Audience

- ✦ More people and conversations online
- ✦ Isolated - more receptive to outreach
- ✦ No commute means more screen time

### New Content

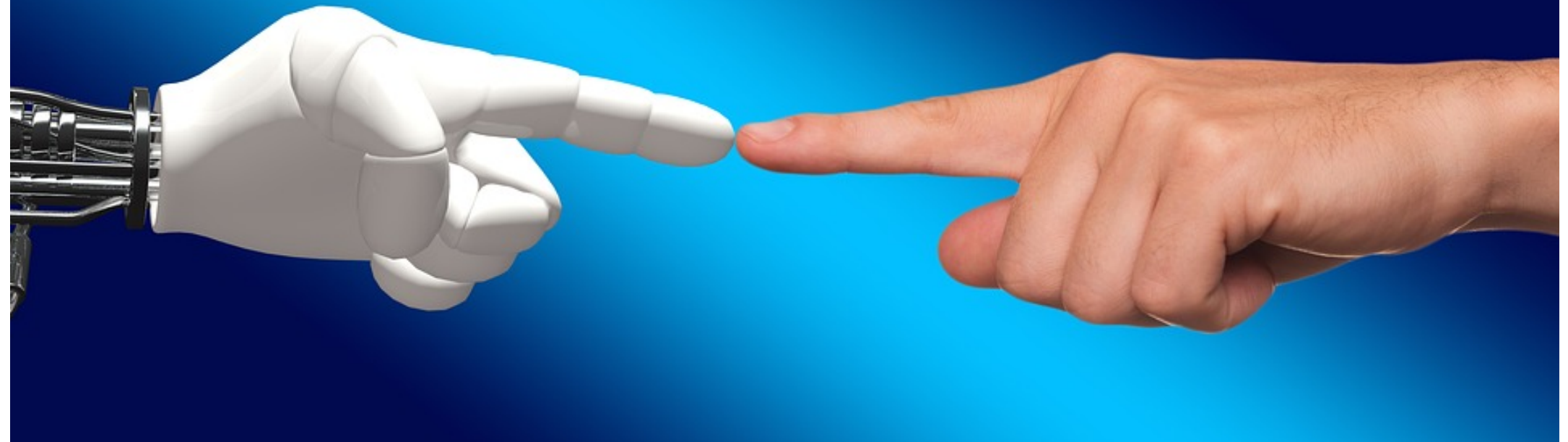
- ✦ People online want human content, not SEO content
  - Authenticity
  - Empathy
  - Advocacy

### New Digital

- ✦ Focus on people will level the playing field
  - Quality of engagement matters more
  - Size of company matters less

## Marketing in the Age of Coronavirus

### Human Marketing





## Action #1

## It's a Relationship



- ✦ Think: crisis communications campaign
- ✦ Reach out if you have not already
  - Let them know how and if the coronavirus is affecting your company and what actions you are taking
  - Let customers know what you are doing for them, this is a good time to help in real ways
  - Ask them how it's impacting them
- ✦ Regular outreach (vs. one-off) is important to ensure brand trust and loyalty
- ✦ Put yourself in their shoes
  - Remember Human Marketing is about authenticity, empathy, advocacy

## Action #2

# Humanize Your Digital



- ✦ **Connect, Listen, Support**
  - Now is the time to use more stories, anecdotes, humor, compassion, etc., to engage.
  - Show your company’s personality
  - Share your activities and progress
- ✦ **Human-focused Content**
  - Thought leadership - inspiring, insightful
  - Persuasive - entertaining, educational
  - Storytelling - engaging
  - Descriptive - to the point
- ✦ **Human-Focused Delivery**
  - This is not about the format/channel but your “voice”
  - Have a conversation
  - If you’re having fun, they’re having fun

## Action #3

# Cultivate Community



- ✦ Your Community is
  - A big tent
  - Your sales funnel
- ✦ Community attributes that matter
  - Strength: passion, connectedness, trust
  - Size of community is important but secondary
- ✦ Define and explicitly cater to member categories
  - New members
  - Regulars
  - Advocates
  - Experts
- ✦ Grow community
  - Encourage participation via online forums, meet-ups, events
  - Increased communications cadence
  - Online courses, forums, user tips, demos, tutorials, etc.
  - Inspirational content by company visionaries, community gurus, expert panels, etc.
  - Share resources, how-to's, trends/opinions, etc.

## Action #4

# Fight for Your Marketing Budget



- ✦ **Defend**
  - Marketing is typically an easy target
  - Put yourself in your boss's shoes, understand and support business realities
  - Importance of marketing is a big discussion right now. Leverage articles that highlight it
- ✦ **Change**
  - Adopt Human Marketing
  - Focus on funnel, journey, and corporate identity
  - Scenario plan
- ✦ **Advance**
  - Show ROI of current programs
  - Highlight savings in other areas: travel, events, ...
  - Reveal new digital marketing plans

# Human Marketing



## Summing it up



Ongoing  
Relationship



Humanize  
Digital



Cultivate  
Community



Secure  
Budget



## Let Us Know if We Can Help Your Human Marketing



Shahin Khan



Cindee Mock



Dan Olds



Celia Chase



Stephen Perrenod



Laura Drago

We're an Email Away

info @OrionX.net

or

*first.last* @OrionX.net

- ✦ Human Marketing budgeting/planning/execution
- ✦ Crisis communications campaign
- ✦ Community strategy/program development
- ✦ Customer-focused content creation (video, podcast, collateral, web copy, etc.)
- ✦ Educational webinars and podcasts hosted by our research analysts
- ✦ Online event management



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Questions?

[info@OrionX.net](mailto:info@OrionX.net)

# OrionX Services



## Industry Analysis

OrionX Constellation™

Surveys

Inquiry

Advisory

Research



## Market Execution

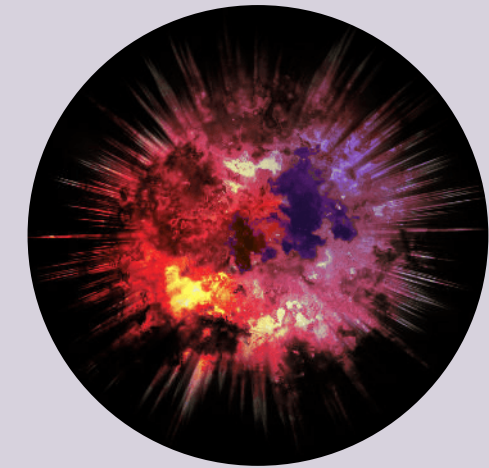
Interim CMO

Market Sizing

Competitive Analysis

Value Proposition & Messaging

Pitch Deck



## Demand Generation

Instant Campaign

Go-To-Market Check-up

Sales Tools & Collateral

PR Essentials

Content to Leads