



3 KEY STRATEGIES GLEANED FROM THE COVID CRISIS & BEYOND

DIGIDAY



There has never been a set of challenges like the ones we have faced as advertisers over the past several months.

Today, we will discuss the impacts of COVID-19 & broader cultural unrest have had on our business and some best practices to inform the way we create content moving forward.

STRATEGIES TO ADDRESS LASTING EFFECTS:

1. Flexibility is Function
2. Realism is Authenticity
3. Less is More



--- FLEXIBILITY IS FUNCTION ---

The World is in Flux: Embrace the New

As marketers, it is our responsibility to respect and participate in 'our' shared experience.

Trust between partners is more vital than ever in today's content marketing landscape.

Speed to market only works when your content partner delivers informed insights, understands your message, knows your brand voice & shares your brand values.

Our individual lives are changing minute by minute and our messaging must evolve in real time. Stay nimble by staying plugged in and sensitive to the collective experience of our audiences.

Tips:



TIP #1

TIMING IS EVERYTHING

Getting content to market quickly has never been more important. Don't be afraid to adjust traditional approval processes or production approaches to get the job done



TIP #2

COMMIT TO AUTHENTICITY

Be a resource in an area you have expertise in. Do NOT sacrifice the right story for the fast story. Your commitment to speed *must* be balanced with a commitment to organic storytelling.



TIP #3

COLLABORATE CONSTANTLY

More communicative & responsive operational approach with a tighter cadence is necessary between all parties involved



--- REALISM IS AUTHENTICITY ---

Transition from Hyper Aspirational to Real

Our every days are different now and as marketers we must recognize that.

From the nature of our stories to the styles of our productions, the realities that we capture must reflect our world today.

How do we deliver the resources our audiences need to live this new way of life as vibrantly as possible?

When inspiring action keep it real. For instance: If the ‘collective we’ can not explore the world – how can we bring the world inside the walls of our home? Consider shifting away from FOMO content and lean into JOMO content [the Joy of Missing Out]

Tips:



TIP #1

ADDRESS THE NEED OF THE CONSUMER

Personalization is more important than ever and we must cater to individual needs. From perspective analysis to language versioning, the onus is on us to deliver content that resonates.



TIP #2

MAKE DESIRED ACTION EASY & ACCESSIBLE

Empower people to get value from content faster. For some marketers, transaction may be a reasonable ask – for others, a softer touch that translates to a longer sales cycle fueled by perceptions initiatives may be necessary.



TIP #3

PRODUCE CONTENT IN FAMILIAR FORMATS

With production limitations abound, creative production styles that represent our collective, every day experiences, will win the day.



--- LESS IS MORE ---

Deliver Value with the Tools of Today

While our audiences are seeking out editorial content more than ever, we must work to compliment those efforts and never infringe upon them.

In adjusting traditional efforts & tactics to reflect our current environment – from ideation to distribution & at every step in-between - marketers and their partners can still deliver their message effectively & compellingly.



To be successful, marketers need to be authentically woven into organic editorial experiences or they need to compliment them. Participate in & generate the experiences audiences are seeking and the results will follow.

Tips:



TIP #1

AGGREGATE YOUR VALUE & EXPERTISE

Consider lower frequency, higher impact value exchanges via wholistic branded & utility driven environments. Instead of utilizing multiple touchpoints, rely on a select few highly engaging formats & canvasses.



TIP #2

PRODUCE CONFIDENTLY IN NEW WAYS

While we all long for a return to on-location experiences with video villages and 20 person production crews, don't stop telling stories. With trusted partners, pursue UGC initiatives that utilize drop kits, ring lights & apps like Open Reel



TIP #3

VET INFLUENCERS THOROUGHLY

There is no such thing as overkill in the vetting process – and we're seeing influencers get more selective in their partnerships too. This is good & will translate to more meaningful and on-brand partnerships.