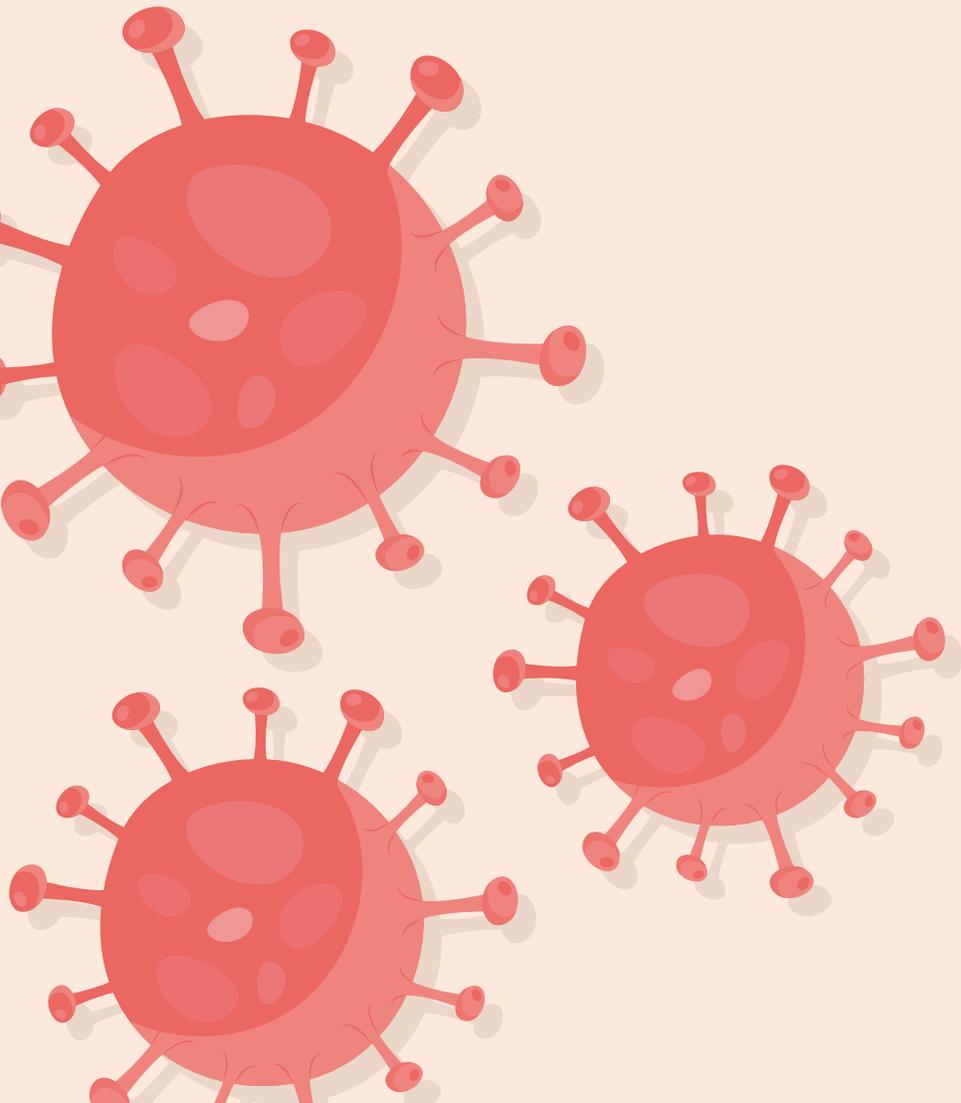
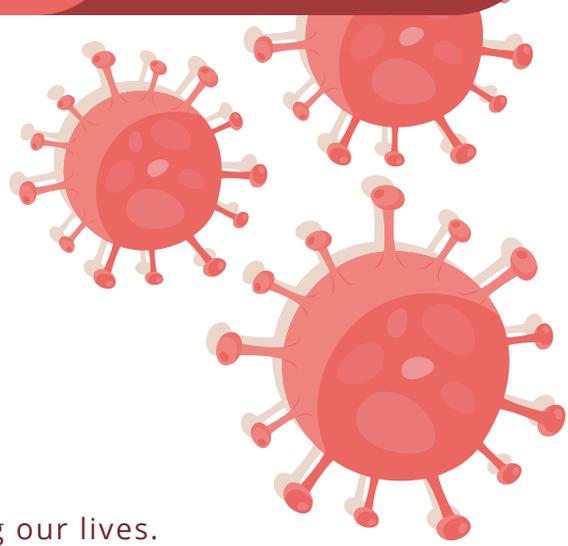

HOW TO ADAPT YOUR
**DIGITAL MARKETING
CAMPAIGNS**
DURING COVID-19





INTRODUCTION

It has been months since COVID-19 started changing our lives.

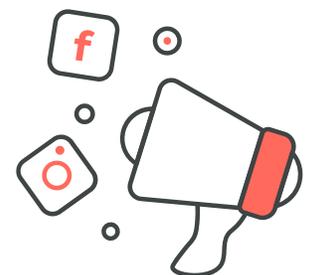
From practising social distancing, to avoiding handshakes, staying inside is our best solution to stop the spread of the virus. In the coming weeks, businesses are going to become more dependent than ever on their digital strategy. It can be one of the key factors that will determine whether they make it through the tough times ahead.

The unprecedented, almost-total disappearance of all channels related to live events and conferences, and the increasing barriers on face-to-face business, pose enormous challenges. B2B companies in particular rely on the annual circuit of conferences and exhibitions to network and build customer relations. In industries that are not digital-native, they may also be less sophisticated in their digital growth and customer relations strategies. For smaller businesses especially, used to getting new customers through word-of-mouth referrals or on the strength of a hard-won reputation, their loss is coming as a big shock.

In the coming months, your prospective clients are going to be less open to the idea of letting you walk through the door and shake their hand and no-one really has any idea how long this will last and whether this will lead to longer-term change.

Rather than on the road on sales visits or at events, means marketers have more time to develop digital strategies. This means researching where your customers can be found online, and how different approaches and tactics might impact your success. If your organization previously put token efforts into digital channels – because like a lot of other businesses, you had built your networks offline and that had always seemed to work – now is the time to revisit them. That could be as simple as giving your website and social pages a refresh, or a more innovative approach.

Besides, there are still some opportunities you can take to improve your digital presence during the coronavirus crisis.



HELP OTHERS

Nothing much to say here. Just help others selflessly. With your website and business, consider what you can give away for free. Anything you can do to help people out is appreciated, especially during this difficult time. You'll also find that it will drive you more visitors, which is a nice indirect benefit.



PAID ADS ARE CHEAP

The latest trend we are seeing is that paid ads are becoming cheaper. It makes sense because the way these big ad networks make money is through an auction system. They need small businesses to drive up the cost per click (CPC) for ads so that way the big, billion-dollar corporations have to spend more money on ads.

When we average things out per industry and globally, we are seeing paid ads producing a much higher ROI than before the Coronavirus hit. Just look at the chart below.

Our clients, in general, have seen their ROI go from 31% to 53%. That's 71% increase in ROI. If you haven't tried paid ads yet, you should consider it. If you do, consider ramping up as there is more excess inventory than there has been in years.



INCREASE YOUR CONVERSION

For many industries, conversion rates are down. It has gotten better, but for others like travel, it's still terrible and will be for a while. Delta Airlines is currently burning \$60 million a day.

But we found a solution that has boosted conversion rates by 12% on average. If you are a store selling something online, consider offering payment plans through services like Affirm. Payment plans reduce the financial burden your customers will face in the short run. And, you don't have to be an e-commerce company to leverage payment plans. If you are selling consulting services, you can accept money over a period of a year. If you are selling ebooks or digital courses, you can also have a monthly installment plan. It's an easy way to boost your conversion rates, especially in a time where many people are looking to reduce their cash spend in the short term.



OFFER EDUCATIONAL BASED TRAINING

If you are looking for a good opportunity, consider selling your audience educational based courses. With unemployment numbers reaching all-time highs, more people than ever are looking for new opportunities.

Many of these opportunities are in fields like high-tech that not everyone has experience in. And, of course, going back to school can be expensive and is time-consuming. Plus, let's face it... you can probably learn more applicable knowledge on YouTube than sitting in a college class for 4 years (at least for most professions).

So, where do people go to learn? Any online education website offering very specific, niche advice and courses. Whether that is Udemy or you are selling your own courses, people are looking for help.

GEOGRAPHY DIVERSIFICATION



COVID-19 is a global issue. But it is affecting some countries worse than others. For example, South Korea has had better luck controlling the spread of the virus compared to many other countries. And countries like the United States and Italy have exploded in daily cases.

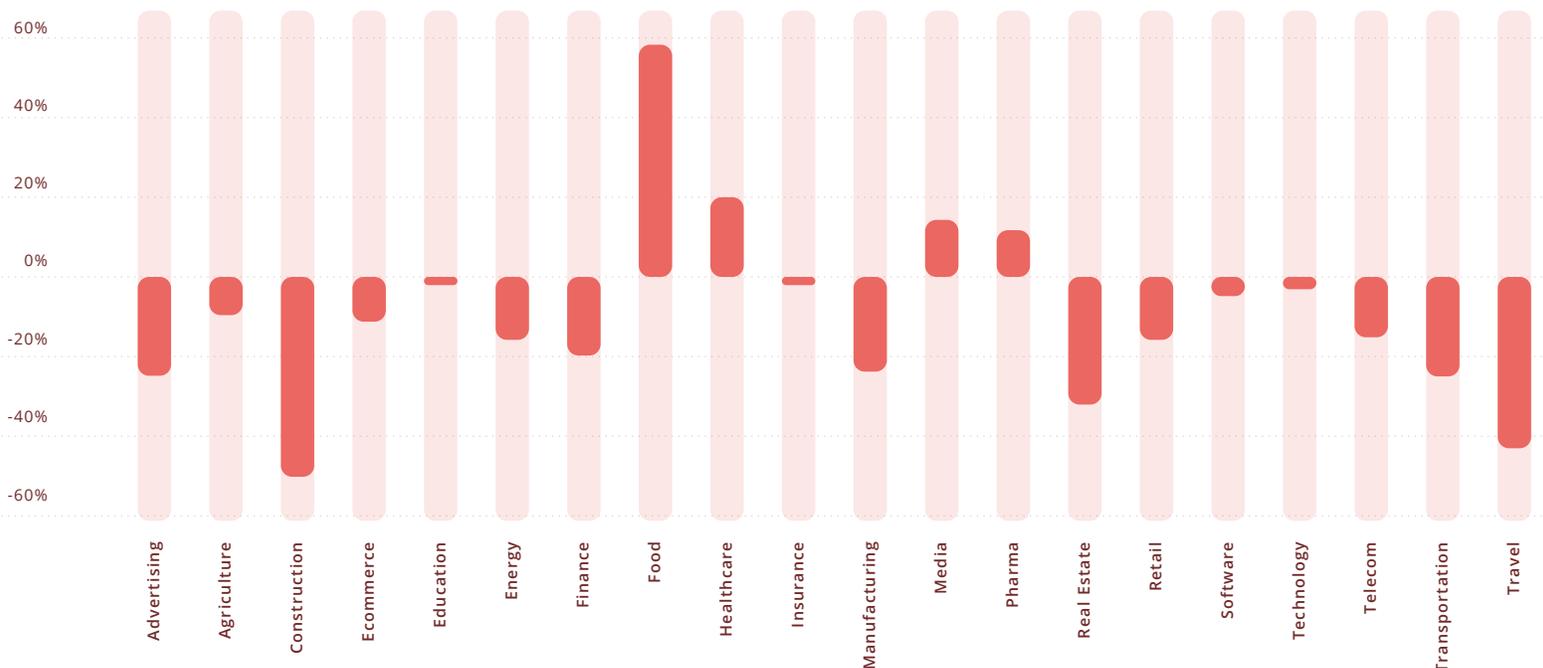
With over 84,000 new cases a day and growing quickly, the spread of the virus or the slowdown of the virus can affect your traffic drastically.

For that reason, you should consider diversifying the regions you get your traffic from. Through international SEO, you can quickly gain more traffic and be less reliant on one country's economy.

By translating your content for other regions and leveraging international SEO, you can quickly grow your traffic. Sure, it may take 6 months to a year to start seeing results in the United States, but that isn't the case with regions like Brazil where there isn't as much competition.

If you want to achieve similar results to me, ask us about our global SEO strategy. It works well...

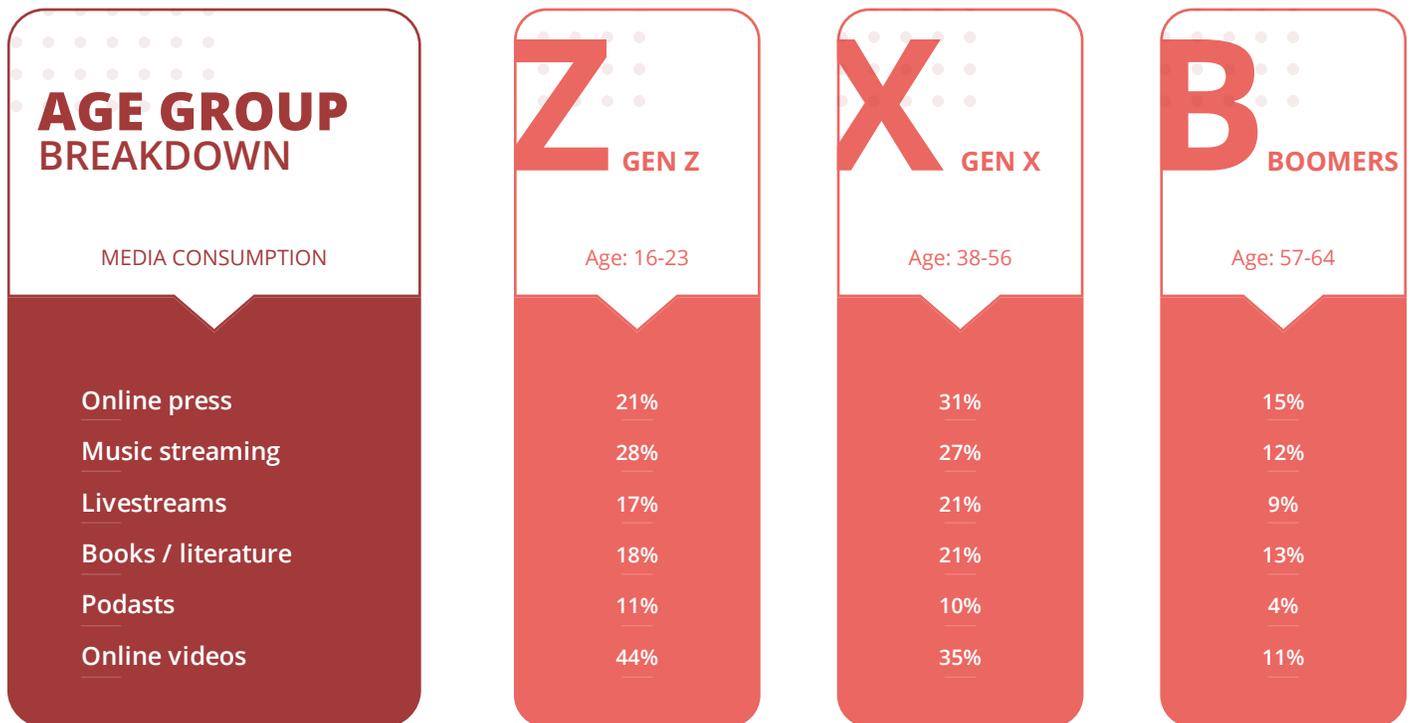
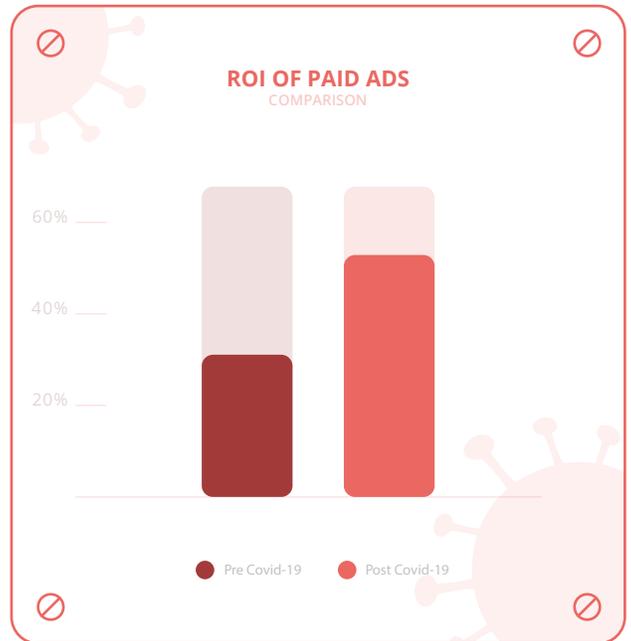
CONVERSION GROWTH OR DECLINE DUE TO COVID-19



According to Global Web Index's findings, 80% of consumers in the U.S. and UK say they have consumed more content since the outbreak.

Broadcast TV and online video streaming platforms like YouTube and TikTok are winning more screen time as primary mediums for all generations and genders. Consumers seeking pandemic-related updates are at a predictable 68%.

The most preferred media consumption across Gen Z, Gen X, and boomers was online videos, music streaming, and online press.



US consumers (87%) and UK consumers (80%) are consuming more content with a lion's share going to streaming broadcast TV, online videos, and online streaming. Netflix boasts an 18% rise of paid subscriptions, and Spotify stands as the clear winner of music streaming. Live streams (30%) and podcasts (20%) are more popular among millennials than other generations.

Men and those in the higher income bracket are more likely to say they're consuming a variety of content more compared to women and those in the lower-income bracket.

COVID-19 IMPACT ON MEDIA-BUYING

According to emarketer, marketing professionals and agencies have taken an obvious hard hit, but the numbers are concerning:

- 49% held back a campaign launch until later in 2020
- 45% stopped or paused a media campaign midway
- 38% paused all advertising until later 2020
- 34% scrapped campaigns pre-launch

53% of consumers prefer brands to communicate through TV ads. 35% of consumers are more interested in hearing about online retail (excluding food) than they were before. As per the research conducted by AI software company Remesh, 97% of people are using social media for at least one to three hours a day.

Despite targeted advertising, these were some statistics the research discovered



64% of people ignore paid ads



49% blocked those ads



79% of people urged brands to have ads that are positive, caring and inclusive

Hubspot also recently unveiled the first finding of their weekly survey on how COVID-19 is impacting sales & marketing and here are the key findings:

- The weekly average of deals created decreased globally by 17% the week of March 16 and fell by 23% by the week of March 30th
- Average marketing email volume increased 29% the week of March 16th, while open rates increased by 53% the same week – and across the month, open rate increased by 21% overall
- Average monthly website traffic increased by 13% in March, compared to February
- On a per-week basis, companies sent 23% more sales emails the week of March 16th compared to prior weekly averages in Q1 – response rate to those emails began falling the first week of March, with a total decrease of 27% in March compared to February 2020

CONCLUSION

Sadly, the next few months are going to get worse. The daily count of new Coronavirus victims is growing. From a personal standpoint, all you can do is stay indoors and practice social distancing.

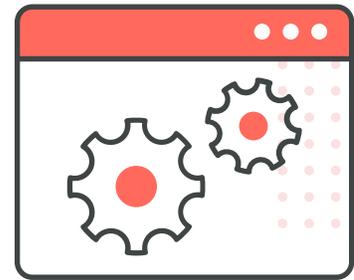
But from a marketing, business, and career perspective, you can make a change. You should have more time now (sadly), so use it to your advantage. Put in the effort so you can grow, that way you'll come out of the Coronavirus stronger.

HOW WE CAN HELP

At IBH Digital, we are expert at helping businesses navigate through the digital marketing landscape. We approach every client differently and can help you find the right marketing strategy and channels to drive your business. From web development to social media marketing, or in-depth search engine optimization, we have a holistic approach regarding the strategies we are going to use. We are business oriented, the end goal is always to reduce customer acquisition.



WEB DEVELOPMENT



WEBSITE DESIGN

We design websites optimized for conversion. Our sites utilize advanced lead generation tools and are responsive on all platforms



ANALYTICS TOOLS

We implement all of the tracking tools necessary to expertly record the traffic on your website and your performance over time



CRM INTEGRATION

We build the entire CRM integration for all your current platforms, allowing you to have a centralized database for your clients and leads



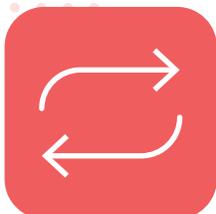
BUILD

In close collaboration with our clients, we design, develop, and deploy intuitive, reliable, and sustainable solutions for both business and social purposes.



ATTRACT

Our holistic approach integrates all forms of Internet marketing and digital advertising to deliver results across all channels appropriate to your business.



CONVERT

We build campaigns that aim to convert. We adapt our strategies to best fit your niche market. Whether it is sales, a download, or a lead, our main focus is to help you reach your goal.

CONTENT CREATION



CONTENT WRITING

Blog posts, city pages, product descriptions, SEO content, press releases, article writing, and metadata



PHOTO PRODUCTION

We take care of all your photo production needs for all your platforms, Budget Management Artist & Crew Sourcing Location Scouting and Management



VIDEO PRODUCTION

We team up with experts to transform the heart of your brand into a video that aims to tell your story in an engaging and entertaining way



SALES

We help organizations close the loop with sales strategy and technology turning deal opportunities into revenue.



DRIVE

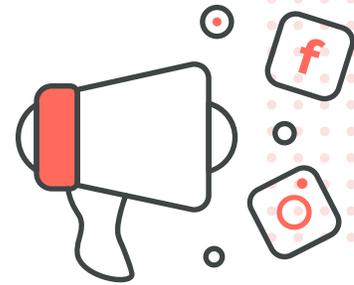
Our agency roots are in driving web traffic. We get eyes on your brand via a targeted multichannel approach combining SEO, paid media, and social content marketing.



GROWTH

Our Growth-strategy is an investment that produces reliable month-over-month growth. Your website becomes stronger as you continue to measure, iterate and act.

SOCIAL MEDIA MARKETING



CONTENT CREATION

Our content creators will produce relevant content to engage your audience, build trust, and influence their purchasing decisions

MARKETING CHANNELS

Tiktok, Instagram, Facebook, LinkedIn and Youtube. We offer both B2B and B2C depending on what your goal or business identity requires

TRACKING ROAS AND MONTHLY REPORTS

We monitor your return on add spend and optimize your social media campaigning to achieve maximum reach and traffic



RESONATE / TARGET

By targeting the optimal time and place for consumers to see your product, we are able to ensure that our content resonates as strongly as possible.



DIRECT

Working closely with a client yields the highest ROI. We believe that having a single point of contact, is vital to a successful paid search initiative.



MAXIMIZE USER BASE

We boost view, open, click, and reply rates, and track the true performance of all your interactions.

SOCIAL MEDIA MANAGEMENT



SOCIAL MEDIA STRATEGY

We custom tailor the right approach with your end goal in mind and believe that a steady growth curve is the right approach to long-term success



CONTENT CREATION

We design micro-content to be distributed on your social media channels. Micro-content is content created specifically for the channel it is posted on.



MAXIMIZE ORGANIC REACH

We believe that an algorithm-friendly social media marketing strategy is required to ensure your content gets the screen time it needs going forward



RELATIONSHIPS

We aim to build long-lasting relationships with your clients that are built on trust and excitement. The more engagement you have, the stronger your connection is with your audience



SCHEDULING

Creating an editorial calendar is one of the ways we plan ahead. A quarterly or monthly editorial calendar with planned blog topics and social media posts will ensure that your time strategically managed.



COLLABORATION

An effective social media campaign involve many people. We provide solutions and take over the tasks to keep the whole team organized and help maintain an engaging social presence.

SEARCH ENGINE OPTIMIZATION



CONTENT DRIVEN

Our professional content allows us to acquire local, organic traffic that helps you find the success your company deserves.



IN-DEPTH OPTIMIZATION

Innovative SEO marketing strategies requires a technically sound foundation that is barrierfree for the search engines to efficiently crawl, understand and index your website



RELEVANT BACKLINKS

The best way to get rewarded by search algorithms is to get noticed by multiple high-authority websites. It is critical for an effective SEO strategy to include the acquisition of links embedded publications



CRITICAL

SEO is crucial to succeeding online. The ad network landscape is increasingly under scrutiny and is constantly changing. If your business can't survive without ads, you have a problem. And we have a solution.



SAFE AND STEADY

Growth usually comes within the first 1-2 months, with significant results coming even later. We focus on long-term rankings. We don't want to rank you for a month, we want to rank you for years



ON-SITE / OFF-SITE

On-site SEO is the process of optimizing websites through expert use of meta descriptions, titles, header tags, URLs, etc. Off-site SEO deals with other important aspects, like link building, authority development, influencer outreach, review marketing, improving social media presence, etc. We are experts in all of this.

PAID SEARCH MARKETING



BRAND AWARENESS

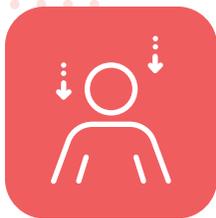
A winning PPC marketing campaign is a great way to make customers QUICKLY become aware of your company's services in targeted areas. If you run a business in a competitive space, you must maximize your visibility

CAMPAIGNING

Every one of our pay-per-click campaigns is unique, but the most successful campaigns all share the same characteristics: a logical, organized structure, comprehensive keyword research, and ongoing management and maintenance

MONITORING

We manage your campaign by fine tuning your click-through rate (CTR), quality score (QS) and aim at lowering your cost per click (CPC) to maximize the campaign and your budget



CUSTOMER ACQUISITION

Combined with a good retention strategy, paid search can be an invaluable tool to help gain new clients and build a new base.



ADS, ADS, ADS

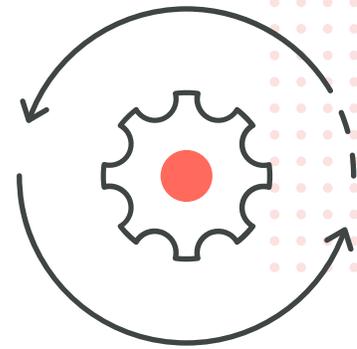
Getting the most out of your paid-per-click ads is only possible if they are optimized and streamlined with what and who we are looking for. We target audiences who we know are interested in your product and send clear messages to them, driving clicks and sale.



RESULT DRIVEN

Once the campaign is fully setup and ready to go including all data tracking in place, it will need to go through a review process which shouldn't take more than a couple of hours depending on the platform. We will be able to tell within the first week whether or not the campaign is working for you.

MARKETING AUTOMATION



CRM AUTOMATION

We have helped many clients automate repetitive tasks such as email marketing, social media posting, and even ad campaigns -- not just for the sake of efficiency, but so they can provide a more personalized experience for their customers



EMAIL MARKETING

We help streamline your lead generation, segmentation, lead nurturing and lead scoring, customer lifecycle marketing, cross-sell and up-sell, customer retention, and marketing ROI measurement



WORKFLOW & DRIP

With good marketing automation, it's easier to transform leads into paying customers



WHEN TO?

If you're publishing good content, generating a steady flow of new, organic leads, and you're ready to scale your efforts, chances are it's time to focus your efforts on a marketing automation strategy that will nurture those quality leads into paying customers.



THE GOAL

At its best, marketing automation is a combination of software and strategy. It should allow you to nurture prospects with highly personalized, useful content that helps convert prospects to delighted customers.



CLOSING THE LOOP

Driving traffic or even leads, we help organizations close the loop with sales strategy and technology turning deal opportunities into revenue.

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