



STREET LEVEL STUDIO



Even though our world is taking a TIMEOUT

# Your Marketing Communications SHOULDN'T BE



# PRESENTATION OVERVIEW

1. Overview
2. Where to Start
3. Branded Communications
4. Digital Marketing





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# Overview



## Looking ahead, US consumers expect to change three aspects of their behavior

Consumer behaviors	Findings
<b>A</b> Go-to brands and retailers	<ul style="list-style-type: none"> <li>Up to 18% of Americans have switched go-to brands and/or retailers due to COVID-19, with many switching to store brands and shopping new websites for basics</li> <li>More than half of consumers expect to maintain their choice after COVID-19</li> </ul>
<b>B</b> In-person activities	<ul style="list-style-type: none"> <li>Consumers expect to reduce many high-traffic, in-person activities in the future, including international travel, going to the mall, and going to concerts or events</li> </ul>
<b>C</b> Digital and low-touch activities	<ul style="list-style-type: none"> <li>As consumers have adopted or increased digital and low-touch behaviors due to COVID-19, there is a broad range of intent to continue:               <ul style="list-style-type: none"> <li><b>Works for now:</b> Activities necessitated by COVID-19 that are poor substitutes for in-person counterparts, and with lower intent to continue</li> <li><b>Accelerated shifts:</b> Satisfactory digital replacements for in-person activities and connectivity, including telemedicine and remote learning, with growing adoption and medium-high intent to continue</li> <li><b>Potentially here to stay:</b> New and familiar forms of entertainment and interaction with medium-high intent to continue</li> </ul> </li> </ul>

### KEY TAKEAWAY #1

We are establishing habits for the future. It is important to be a part of the dynamic shift.





# Online discretionary spending is recovering for Gen Z, Millennials, and high-income earners

Expected change in online shopping per category over the next two weeks<sup>1</sup>

% of respondents

Net Intent<sup>2</sup>

< -20 -20 -10 1 10 20+

	US overall	Generational				Income		
		Gen Z	Millennials	Gen X	Boomers	<\$50K	\$50-\$100K	>\$100K
Groceries	9	1	19	8	5	4	9	17
Household supplies	9	29	9	12	2	1	11	17
Personal-care products	4	9	15	2	-4	-2	4	12
Food takeout & delivery	6	19	16	6	-6	-2	9	12
Snacks	0	-12	7	1	-3	-6	1	5
OTC medicines	-2	-3	6	-3	-7	-10	-1	6
Vitamins/supplements	9	20	17	8	2	3	7	18
Entertainment at home	20	46	26	16	1	12	28	20
Books/magazines/newspapers	5	24	13	3	-5	-1	-3	16
Consumer electronics	1	2	21	-9	-14	-9	1	9
Tobacco	-2	6	-1	-3	-4	-7	-3	9
Non-food child products	15	-2	26	13	-3	9	27	11
Skin care & makeup	1	26	9	2	-19	0	-5	8
Alcohol	-8	-2	-6	-10	-10	-18	-7	-2
Fitness & wellness	-2	34	-3	2	-30	-8	-3	2
Footwear	-10	5	4	-10	-28	-16	-19	5
Apparel	-5	35	10	-11	-24	-9	-14	6

## KEY TAKEAWAY #2

<sup>1</sup>Q: And where do you expect you'll buy these categories? Tell us if you will shop in the following places more, about the same, or less in the next 2 weeks. Please note, if you don't buy in one of these places today and won't in next two weeks, please select "N/A", did not ask this question for categories not shown.

<sup>2</sup>Net intent is calculated by subtracting the % of respondents stating they expect to decrease online spend from the % of respondents stating they expect to increase online spend.

Source: McKinsey & Company COVID-19 US Consumer Pulse Survey 4/25-4/26/2020, n = 1,052, sampled and weighted to match US general population 18+ years

McKinsey & Company 16

Make sure you understand who your target audience is and how to communicate with them.



## How much impact is COVID-19 having on your brand and content strategy?

Moderate - we are tweaking our focus and messaging



Strong - we must pivot our brand and content strategy



Extreme - we have to drastically change the way we do business



Minor/None - we are making minimal/no changes to our strategy



### KEY TAKEAWAY #3

Reevaluate your brand and content strategy and make sure it is relevant to the current economic climate.

## Which of the following represents your company's highest branding-related priority right now?

Developing messaging, content and campaigns for a marketing pivot and current COVID-response campaigns



Shifting resources to infrastructure readiness and improvements in operational efficiencies



Ensuring our messaging and content isn't tone-deaf to the seriousness of the current situation



Other



### KEY TAKEAWAY #4

People want to hear from you—and now. Do not think that they do not!





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# Where to Start



# WRITE A BUSINESS PLAN BEFORE YOU START



A business plan can help you clarify your strategy, identify potential roadblocks, decide what you'll need in the way of resources, and evaluate the viability of your idea or your growth plans before you start a business.

1. Write out your business plan or review your existing one and update if needed.
2. Evaluate your ideas so you can focus your time and energy.
3. Research your ideal customer and your competitors.
4. Communicate your vision to potential new hires.
5. Consider developing partnerships.
6. Ask for help from other professionals or business mentors.



# DEVELOP OR REFRESH YOUR BRAND STRATEGY

## NEXT STEP



Effective branding can help build your reputation, make you stand out from your competition, and project your values to attract your ideal client.

1. Communicates your business personality and shapes your clients' perception of who you are
2. Projects the expectations and promises you extend to your customers in terms of quality, service, reliability, and trustworthiness
3. Creates trust and loyalty from those with whom you do business
4. Helps the audience differentiate you from your competitors
5. Positively influences their purchasing decisions, directly impacting your profitability



# MORE THAN A LOGO



## Research

Understand your competition and the brand you aspire to

## Mission Statement

Summarize your goals and values as a company

## Vision Statement

Define your vision—where you aspire to be upon achieving your mission

## Core Values

Traits your business considers the highest priority

## Visual Identity

What the consumer pictures in their mind when they hear the brand name

## Tagline

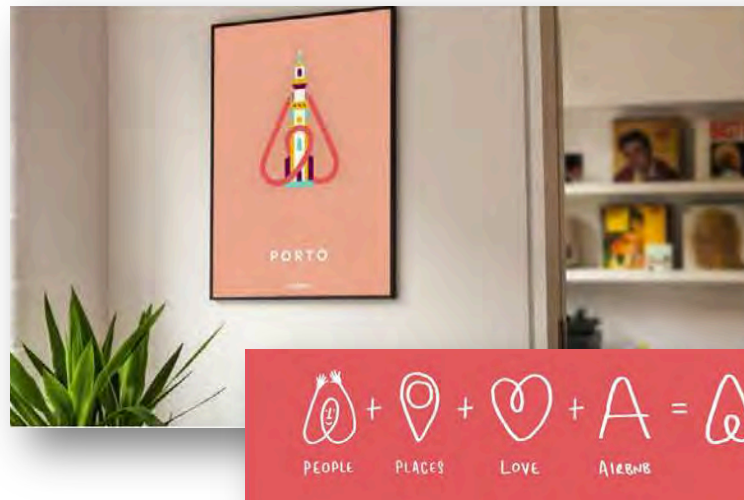
The catchy quip that evokes an image of your brand

## Brand Audit

How is your brand identity being used?

## Visual Identity

How your brand identity should be used!



# DEVELOP YOUR VOICE

**Be authentic**—Stay true to who you are as a company and to what your brand stands for

**Be honest**—Transparency goes a long way

**Be engaged**—Make your emails precisely targeted and as personalized as possible

**Be a bit braver**—It may be time to break out of your comfort zone

**Be collaborative**—Solicit input and ideas from within your enterprise

**Be ready to ask for help**—If you're not totally clear on what your brand should represent, ask!





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# Branded Communications



# IMPACT

Make an impact on the customers—it will make the customers feel more connected to the brand

# AUTHORITY

Authority is built not only with product design but also with brand communications

# DIFFERENTIATE

A brand that connects with customers differentiates itself from the competition





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# Digital Marketing



# THREE MULTICHANNEL MARKETING STRATEGIES THAT ARE BEING USED NOW

1



## EMAIL

According to Hubspot, 40% of B2B marketers say email newsletters are most critical to their content marketing success, and 73% of millennials prefer communications from businesses to come via email.

2



## VIDEO

Brands need a video marketing strategy—this idea isn't new. What has changed is how important video has become on every platform and channel. It's central to your outreach and campaign efforts ... especially your social strategy.

3



## SOCIAL MEDIA

Social media marketing helps to validate your brand. A company's social media presence, when done correctly, tells consumers that their brand is active and focused on thriving communication with consumers.





“Email has an ability many channels don’t: creating valuable, personal touches—at scale.”

— DAVID NEWMAN  
FOUNDER AND HEAD HANCHO,  
DO IT MARKETING

- Enables personalized content
- You can collect feedback and surveys
- With a branded template you can communicate consistently with your audience
- Generates traffic to your site
- Can sending timely campaigns
- Increases leads
- You can reach the right people at the right time
- Email is cost-effective
- Offer content with value
- A forum for self-promotion.
- Own your media and contact lists.



“While hard to pull off, sustainability, convenience, and cost are not mutually exclusive. It is our goal to design products that allow us to offer better alternatives—both from a formulation and packaging standpoint.”

— JONATHAN PROPPER,  
CEO OF DROPPS

- Great addition to your marketing communications campaigns
- Boosts conversion rates
- Search engines love video
- Builds trust and credibility
- Increases brand loyalty
- Encourages social shares
- Content can be used across multiple platforms from your website to social media
- Can provide abundant information
- More customers are watching video
- Using video shows you keep with the times
- Consumers are more likely to buy
- Live video is increasingly popular



“We consider it an honor and a privilege to be open and serving our communities, and we can't emphasize enough how much we value the trust you place in Domino's stores to deliver safe, made to order food.”

— RITCH ALLISON  
CEO,  
DOMINOS

- Increase your brand recognition
- You can effectively open your business to a wider variety of versatile consumers all over the world
- With increased visibility, your business gains more opportunities for conversion
- Maintain contact with your recent and past customers in a very noninvasive way
- Generate leads and insights by engaging in chats
- When consumers see your company posting on social media it makes you appear more credible
- Posting insightful and well-written content on your social media is a great way to become an expert and leader in your field



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# Summation



## A strong brand and marketing communications strategy increases your reach.

Marketing communications plays an integral role in sharing your brand message to a larger audience. It goes a long way in creating brand awareness among customers and maintaining long-term customer relations. It is also cost-effective, giving you measurable results. The timing is right—people are looking for content, and you can provide it to them.





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## TAKE ADVANTAGE of these marketing strategies

If you want to **invest** in marketing communications but are unsure or don't know where to start, don't worry! We'll guide you every step of the way.

CONTACT US TO GET STARTED:

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