



Marketing Strategy In Uncertain Times

- Yellowknife Chamber of Commerce
- May 28, 2020

Chris Ferris

Chief Operating Officer

- 20 plus years marketing experience in the North
- 15 years with First Air
- Working with small business, government and NGOs across a number of sectors
- Tourism, Health, Economic Development and Transportation





Creative solutions
that matter.

- The North's largest full service agency
- 24 employees across the north in Whitehorse, Yellowknife & Iqaluit
- Marketing & Communications
- Design, Digital & Social Development, Events, Strategy & Research

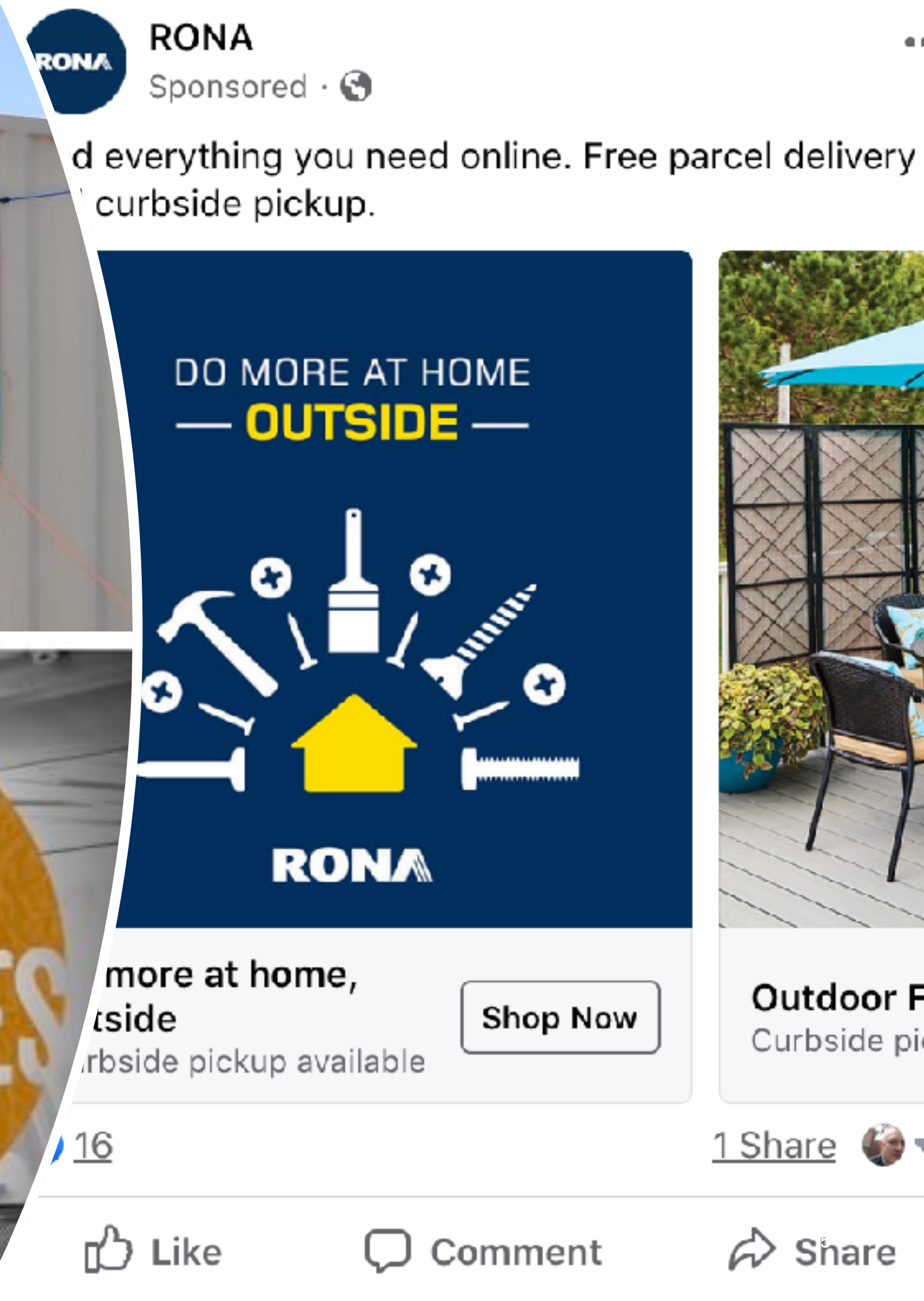
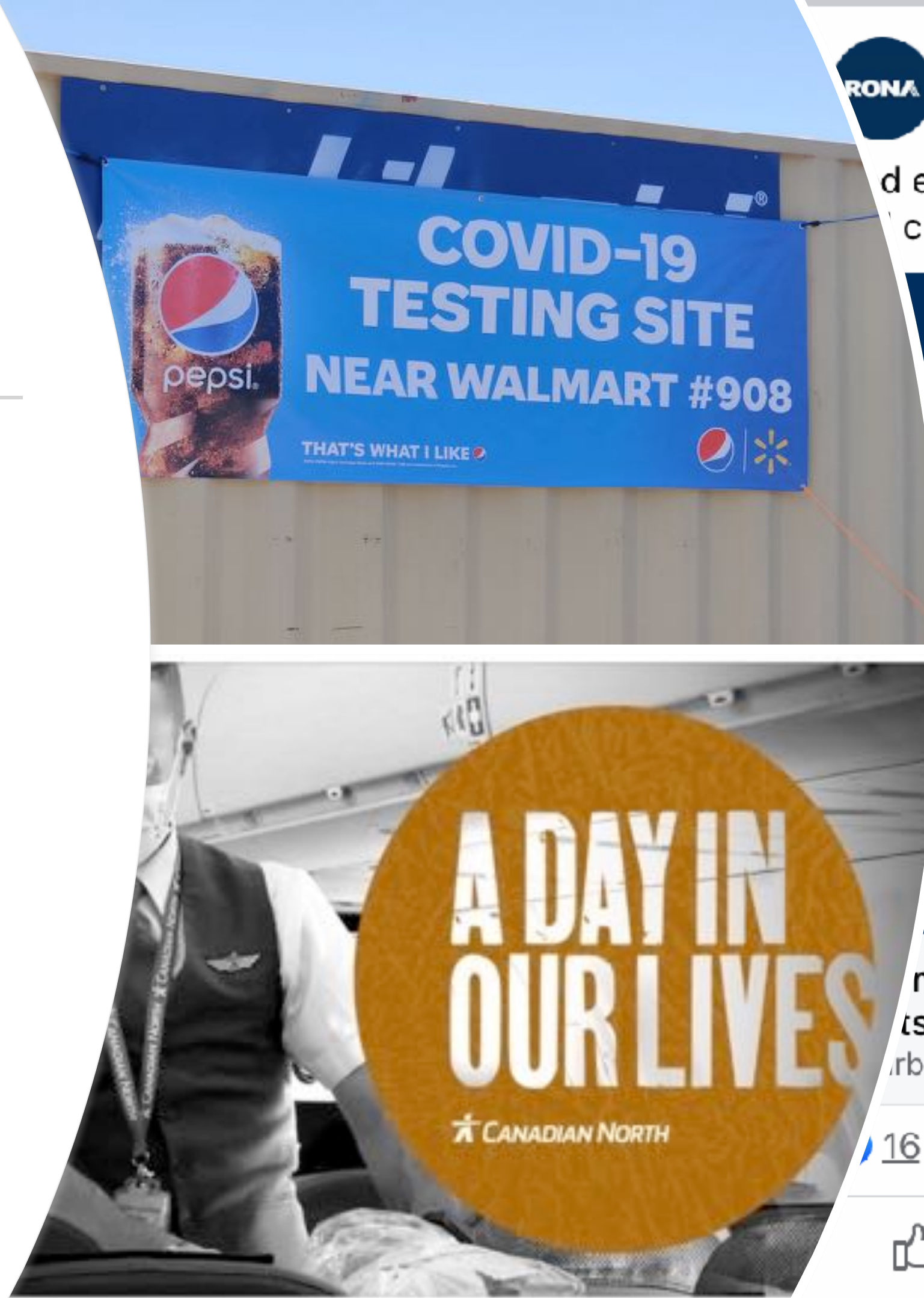


Why are we here today?

- Understand the changing landscape
- Navigation tips for communicating with customers
- Fight for survival

Covid Pandemic Portfolio

- Marketing messages are evolving during the crisis
- Learn from the early missteps
- The great, the good & the uh-oh





What Now?

- 1981-82 Recession
- 1990-92 Recession
- Y2K
- 9/11
- 2008 Global Financial Crisis

Yellowknife Economy

Key pillars of the Yellowknife economy



Resource Sector

Mining & Support Services

Relatively untouched by 9/11

Recovery from Global Financial

Crisis took 2-3 years



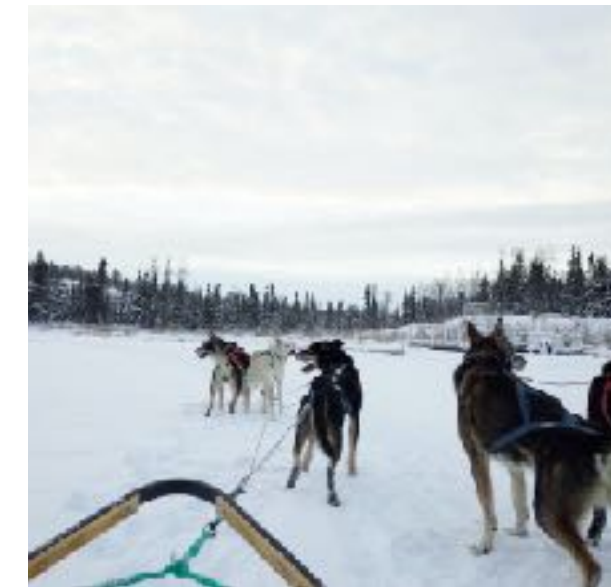
Public Service

Largest Employee Group

Impact not immediate

Income stability

Program Disruptions



Tourism

Largest Impact

Border closures / loss of visitors

Comfort in returning when able currently low

Loss of revenue could be 90% or more this year

The Way Forward

Customers are key

Pivot in offerings

Focus on local

Communication plan

*beyond Territory online

Customer Offerings

Adaptation of services to phase of recovery



Phase 1

Interpersonal Interactions Increased

Gatherings 10-indoors, 25 outdoors
Business Services
Staycations
No Bars or in Restaurant dining



Phase 2

Measures Eased

Gathering up to 50
Theatres, dine in Restaurants re-open
Community Feasts and BBQs
Government offices reopen



Phase 3

Past the Second Wave

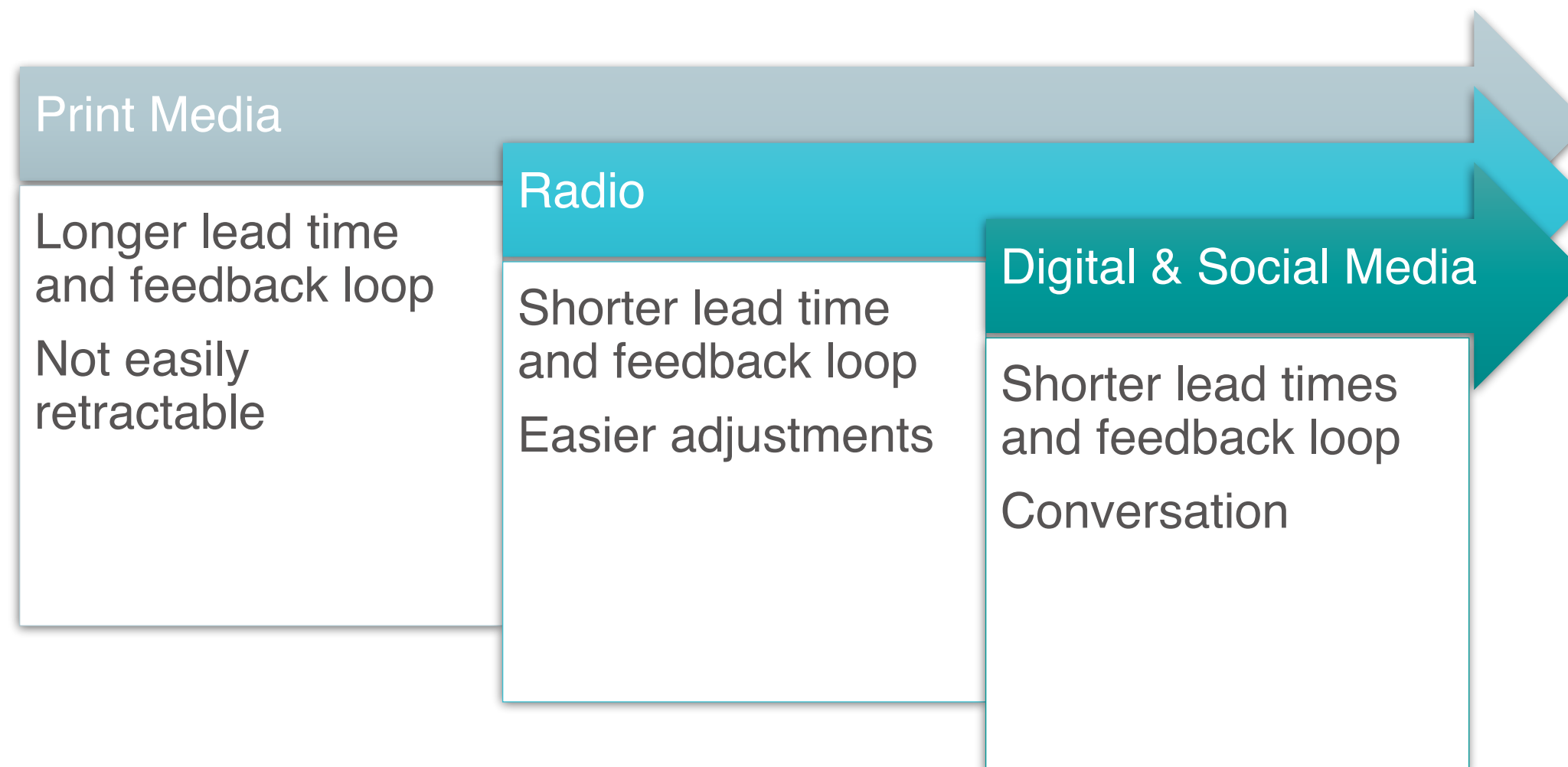
Capacity limits removed
Tourism Operators
Community Festivals (Outdoor)
Schools, organized sports

Phase Communications

- What is different, when? Store Hours, services
- What is the message
- What is the platform/medium of communicating
- Is there a specific call to action
- Evaluate response and adjust communication

Adaptable Messaging

- Uncertainty requires flexibility
- Time to market varies by platform
- Feedback also varies by medium/platform
- Course correction



Flexibility of Platform

- Ability to pivot messaging
- Control over distribution
- Feedback available in a timely manner

Direct Control Assets

- Business website
- Email list
- Google listing
- Social Media
- **Update website banner or page to communicate changes to service and acknowledge pandemic impact**

The Message

Do you have something to offer?

Information

Changes to service

Support

Special offer

Reflect your community

Be genuine and sincere

Do you know how your customers are feeling?

Do you know what they care about right now?

Be positive and helpful

Support advertising is becoming stale

Avoid hollow expressions and obvious statements

Message Construction

Language

Avoid insensitive copy “catch a deal”, “checkup”, “viral”

Be positive, helpful and inspirational – without overreaching

Tone

Very careful with humor and wit

Ease up on urgency, avoid inappropriate excitement

Don’t use the crisis as the campaign theme “Pandemic Sale”

Be genuine and honest

Content

Reinforce safety – contact free, delivery, online

Focus on your contribution not customer conversion

Provide a contact channel

Establish an **action plan** and **timeline**.

Plans aren't plans unless they have systems for timely implementation and follow up.

- Establish timelines for your marketing program with dates and include the person responsible for carrying out the task;
- Review your action plan monthly/quarterly;

Evaluate and modify.

Use marketing **metrics**.

Listen for feedback on your message.

Analyze promotions against performance.

Ensure adequate time in market before modification.

Modify and improve – this is not a mark of failure.

Be prepared to evolve and adapt.

No one knows what is going to happen next with certainty.

Gather feedback from your customers, engage in conversations

Revisit your plan quarterly. **Update it.** Think critically about it.

Involve people who understand trends and your market in this evaluation.

Evolve with changing circumstances in your market.



Thank you, Mahsi Cho

Questions?

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