



5

B2B

Marketing Priorities

During Lockdown



APRIL 2020

ELEIUS

Market Focus First, Last & Always



The current Coronavirus turmoil has turned your business upside-down. Needless to say it is also shaking the foundations of your customers' businesses and their buying behavior.

Your primary role in marketing is to provide a compass to your organization and to provide focus as to whom to engage and with what messages. If you haven't done so already, right now is the time to assess how all of your target markets are impacted by the current situation.

There will inevitably be winners and losers. However, lockdown comes with a silver lining: Never before have your prospects and

customers been easier to reach by phone!

Your number one priority should be to reach a broad mix of customers and prospects daily. We are currently having great success directly reaching out to customers and prospects on behalf of one of our own clients. Set yourself a target to systematically do the same. Beyond demonstrating that you are still out there and keen to engage, find out how it is affecting their priorities, their procurement plans, and what they expect of you. Use this insight to reassess how you prioritize your target markets and offerings.

Last but not least, make sure everybody in the organization is on the same (new) page.



Retune Your Lead Gen Machine



You are the custodian of a pipeline. You must understand how these overnight changes in buyer behavior are impacting its performance. Among many other things, response rates and media costs will have shifted in unforeseen ways. You need to shift gear.

Now is the time to turn to your CRM. An excellent framework to manage key metrics and movements through the pipeline is the SiriusDecisions Demand Generation Waterfall.

Consider the following when assessing your pipeline:

1.

Now is the time to rebalance your budget. Cancelled or postponed events are potentially freeing up funds. What lead generation initiatives such as SEO, digital campaigns and growth marketing should you test, change or ramp up instead?
2.

Online advertising costs are plummeting in certain sectors. You can take advantage to engage your reprioritized target audiences and run tests at a lower cost.
3.

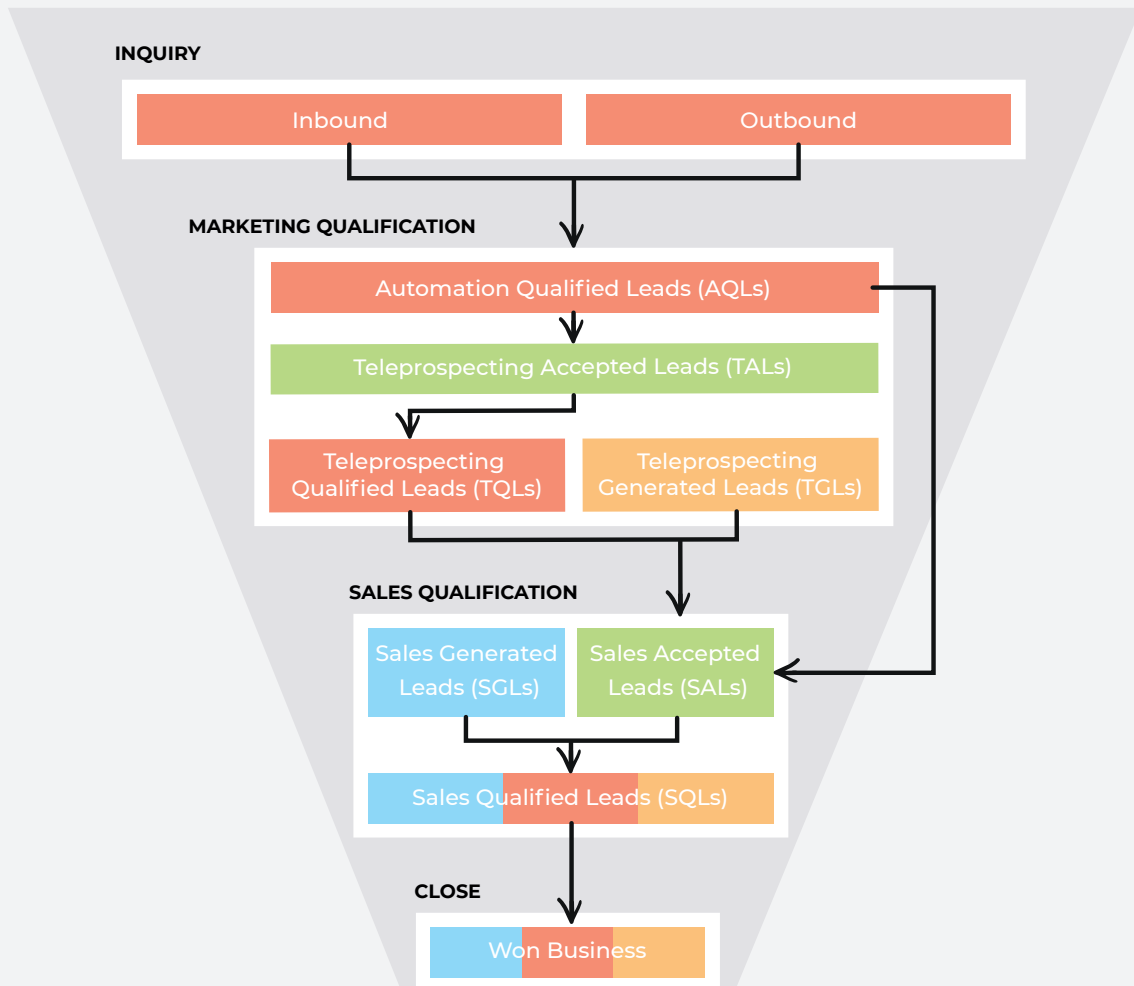
As with your channel mix, the marketing offers and content that worked for you yesterday will not work today unchanged. Adapt your outbound offers and how you present them to take into account the current situation.
4.





Lockdown is keeping your decision-makers at home and close to the phone. Concentrate your effort on TGLs (Teleprospecting Generated Leads) during this period. Consider using external telemarketing support to maximize this opportunity.
5.

There has never been a more important time to protect existing revenue. You should also proactively focus on retention. Use your communications as opportunities to demonstrate you are still actively creating value for them.



The SiriusDecisions Demand Waterfall



-  Demand originated from marketing-led activities
-  Demand originated from telesprospecting function
-  Handoff from one function to another
-  Demand created by direct sales or channel resource

Take Care of Your Sales & Marketing Toolkit

Now is the moment to take the time to invest in your marketing foundations. The current situation has more than likely removed some of your routine tasks such as PR or events management. Capitalize on this time to review your marketing essentials:

Author a foundational positioning document to detail your company's unique value proposition

Review and potentially upgrade your brand identity guidelines

Improve sales enablement content: presentations, sales guides, collateral...

Set up sales training sessions

Create customer success studies - your customers are now more available than ever to be interviewed

Produce targeted nurturing content based on your updated pipeline assessment





Invest in Data

Quality CRM data is important at the best of times. Now you are in the process of reevaluating, reprioritizing and reengaging customers and prospects, more than ever you need to have confidence in your data. Without clean data it's hard to shift your focus.

Now is the time to cleanse your CRM, augment it with the right attributes, boost the quality and volume of in-target prospects. This will enable you to continue to conduct new campaigns with the same precision. You can amplify your efforts in sectors where you are experiencing the best demand.



Inject More Agility

An agile and data driven approach is key to managing a fast-evolving situation.

Marketers need to collect and analyze all the data they need in real-time. Ideating, testing, measuring, cutting, amplifying tactics at every step of the funnel must be your goal to weather the storm.

This approach should not be a temporary measure. It will serve your organization well moving forward.



Free Lockdown Marketing Call

JOIN US

Schedule your free 30-minute call with Eleius founder and CEO, Etienne Viellard, to discuss how to reset your marketing priorities during lockdown.

Use renewed customer insight to redeploy your marketing efforts.

Analyze your pipeline to retune your lead gen machine.

Maximize downtime to revisit your marketing fundamentals.

Ensure your CRM data supports your new priorities and tactics.

Use growth marketing to remain agile and amplify winning tactics at any time.

+33 6 21 85 51 04
evieillard@eleius.com

ELEIUS

