Effective Marketing: How to Make the Best of a Difficult Situation

Maria Miranda | Creative Director
Miranda Creative, Inc.

Thank you!

HARVEST NEW ENGLAND: Strategies for Weathering the Storm
2.25.21
Circumstances may be difficult. This presentation will be easy.

A copy has been shared with the conference for distribution — all links shared will be active.

Questions are welcomed (via chat function) and will be addressed at times during the presentation. Thank you to my “wingman.”

We have some significant information to cover, but I plan to be efficient to allow time for open-topic questions about your specific challenges at the close.

Thank you!

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ABOUT MIRANDA CREATIVE | Brand Managers:

• Established in 1988, with some of our earliest clients being local, multi-generational farms.
• We are a right-sized community of 20 — with a unique culture and curated skills in digital media, content creation, brand development and similar.
• We are honored to be partners of the Connecticut Department of Agriculture with an exciting refreshed brand for #CTGrown launching in a few weeks.
• Our work has been recognized by Graphic Design USA; Connecticut Ad Club, Connecticut Art Directors Club, and others.
• However, our greatest recognition is to have long-standing client relationships, generous referrals and a culture of laughter and collaboration.
• We welcome you to learn more by following us on all forms of social media @mirandacreative.

HARVEST NEW ENGLAND: Strategies for Weathering the Storm
2.25.21

Day 350.

HARVEST NEW ENGLAND: Strategies for Weathering the Storm
2.25.21
March 12, 2020: Executive Order No. 7D
- Prohibition of social and recreational gatherings to 250 people
- Limits on nursing home visitors
- Modification of 180-day school year requirement
- Extension of DMV licensing renewal deadlines and suspension of other DMV requirements
- Modification of Police Academy attendance requirements

March 13, 2020: Executive Order No. 18A
- Grants DMV commissioner authority to restrict visitors at nursing homes and similar facilities

March 16, 2020: Executive Order No. 70D
- Further reduction of social and recreational gatherings to 50 people
- Limits restaurant, bar, and private club operations to off-premise consumption of food and non-alcoholic beverages
- Closure of off-track betting facility operations
- Closure of gyms, sports, fitness, recreation facilities, and movie theaters

March 17, 2020: Executive Order No. 71D
- Further restrictions on DMV operations

March 20, 2020: Executive Order No. 7H
- "Stay Safe, Stay Home" restrictions on all workplaces for non-essential business
- Requirement of a coordinated effort between the State of Connecticut and its municipalities

March 19, 2020: Executive Order No. 70C
- Postponement of presidential primary to June 2
- Suspension of non-critical court operations and associated requirements
- Permits certain restaurants and other eating establishments to sell alcohol with take-out food orders under certain conditions
- Flexibility for Medicaid-enrolled providers and in-network providers to perform telehealth through additional methods
- Temporary suspension of in-person investigative visits regarding reports of elder abuse
- Extension of time for disclosure of investigation results
denial, anger, bargaining, depression and acceptance
denial, anger, bargaining, depression and acceptance

Why aren't we prepared? This is going to cost MILLIONS! Who is going to pay for this?!

This is only temporary. It only impacts the frail and elderly. We will be back to our normal life in a few weeks.

denial, anger, bargaining, depression and acceptance
denial, anger, bargaining, _depression_ and acceptance

No prom, no graduation, no weddings, no hugs, no school, no safe place. No market. No way my business will recover. Not enough supplies. People are dying.

This is a two-year process, minimum. There are resources, support and options. This is bigger than me, how can I help? What do we need to do to move forward?

denial, anger, bargaining, _depression_ and acceptance
denial, anger, bargaining, depression and acceptance
What do marketers do now? Thoughts on brand management in the midst of COVID-19 anxiety.

(Author’s note: I felt compelled to write this note on Sunday evening, but had doubts that I could offer value during such an anxious time. After the past two business days, I no longer doubt that my friends, peers and community should be allowed to read the following paragraphs. So... here you go. Love + Light, MD)

Presidential medal of freedom recipient and poet, Maya Angelou, once advised us: “at the end of the day, people won’t remember what you said or did, they will remember how you made them feel.” In the spirit of this compelling statement, and as a marketer who has witnessed the banking crisis of 1988, 9/11 and a 40% shrink in the GNP in 2008, I am offering the following thoughts on brand management during what CNN has preemptively called a pandemic.

The COVID-19 outbreak of 2020 will eventually pass. The initial epicenter of the virus is already seeing reduced cases and thousands of patients are being released from hospitalization and quarantine. I do not debate that we have challenging weeks ahead. Nor do I think the economy and our confidence will rebound as quickly, but I can envision that a world population that absorbed the tragedies of two World Wars, will one day consider this experience part of our collective memories.

Understanding what I was witnessing as both an employer and a marketer, I wrote my first blog on the subject marketing during challenging times on March 10th... and I gave my first presentation on this subject about a month later.

https://www.facebook.com/mariamirandabrands/posts/10151467222154984/

PIVOT: Messaging During a Market Disruption
Day 350.

10 best practices.
1. **Address your internal market first** — your employees, volunteers, staff, students... etc... are very often the front line of your brand. Communicate with them transparently and consistently. **Your team's anxiety is the real contagion.**
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2. **And keep doing so** — recognize efforts... as well as stress cracks. During difficult times your message will evolve, and **your team needs to evolve with it.**
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Jennifer Chapman 11:38 AM
Grateful for @tmaszkamarczak ❤️

Miranda Creative

Maria Miranda 9:32 PM
I'm so grateful that thanks to 50 degree + weather... my colleagues will have better windows on the world. Looking forward to seeing your smiling faces real soon in bright, sunny offices. ❤️

1 Like

Miranda Creative

Maria Miranda 7:14 AM
A moment of gratitude for team members who have stepped in to help cover TK's clients as he and his family deal with the serious symptoms of COVID. @carissa and @bStrong in particular have worked long hours and others have supported those two in return. On behalf of TK...and the community of our company... thank you. M❤️
1. And keep doing so — recognize efforts… as well as stress cracks. During difficult times your message will evolve, and your team needs to evolve with it.

2. Practice common sense in your branding (digital ads should not run in context with crisis terms), and consider the timing of your messaging. If things are rapidly evolving…

Hold all scheduled posts, emails and other normal practices and message only in real-time.

Understand that all markets are highly distracted. Keep messaging simple and direct.
Practice common sense in your branding (digital ads should not run in context with the term COVID-19), and consider the timing of your messaging. If things are rapidly evolving… Hold all scheduled posts, emails and other normal practices and message only in real-time with empathy.

- Understand that all markets are highly distracted. Keep messaging simple and direct.

Connecticut COVID-19 Vaccine Roll-Out

- March 1, 2021: Expands to ages 55 to 64
- March 22, 2021: Expands to ages 45 to 54
- April 12, 2021: Expands to ages 35 to 44
- May 3, 2021: Expands to ages 16 to 34

c.t.gov/covidvaccine
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2/25/21

The Parents Are Not All Right
Even in the most privileged households, the pandemic is exposing the lane of how society treats families.

"I just want to cry," I told my wife on Friday morning.

I had just gotten off a work call and my brain was ticking through follow-up items, adding to a long list of untouched to-dos. My wife, meanwhile, was navigating an onslaught of work questions while also trying to manage "homeschool" time with our son — but he refused to participate. Instead, he huddled in an increasingly secure couch fort, refusing to do anything — color, read, go outside, talk to his teacher — besides sit in silence in the dark or watch his iPad. (Today, he opted for sitting in silence in the dark).

"Are we permanently ruining and psychologically damaging him?" my wife pleaded with me.

https://gen.medium.com/parents-are-not-ok-66ab2a3e42d9

A 'second wave' of mental health devastation due to Covid-19 is imminent, experts say

By Naomi Thomas and Sam Romano, CNN

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4. Consider how your organization could support consumer’s needs.

For many months the consumer’s needed to **feel safe**.

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5. It takes only 21 days to develop a new habit and consumers have been living with new habits for 350 days.

Things will never be normal again.

There will only be the new normal.

Marketing will need to adapt and adopt, for the foreseeable future.
Other states have had accredited public virtual school options in place even before the pandemic. Connections Academy, for example, is an online, tuition-free public school program based in Maryland whose curriculum has been adopted by local schools in more than 20 states. Florida has had the Florida Virtual School for over 22 years.

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- This will result in **IP capture for retargeting with digital display ads up to 90 days after site visits**.
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- Consider a collaborative effort
• Avg restaurant has 5,000 followers
• This email blast was to 36,651 addresses
• Vendor fee was less than $1,000
• 22.5% Open Rate + 2.3% Click Rate

Questions so far?
7. It can be a distracting time, confirm all of your basics:

- Have you **checked your hours** are accurate across all platforms?
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- Google, consumers and others may have made suggestions to your various listings that are not accurate (temporarily closed).

- “Pin” a post many months ago and not update it?

- New offerings or resources (ie, online ordering, text service, etc.) but have not added them to your Google profile?

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- Online ordering/e-commerce platforms are a great tool for growing email addresses. Even if just for events such as eventbrite.com.
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- **Text enrollment is easy**, and not very costly. “What’s ripe?”

- **Email enrollment contests** or simply just asking on a consistent basis.

- **Facebook groups** are an often underutilized tool.
This is the time to build an audience you control. Online ordering/e-commerce platforms are a great tool for growing email addresses. Even if just for events such as eventbrite.com - text enrollment is easy, and not very costly. “What’s ripe?” - email enrollment contests or simply just asking on a consistent basis. Facebook groups are an often underutilized tool.
9. Seek to retain emotional attachment and other unique aspects of the pandemic (and other) difficult times:

https://www.youtube.com/watch?app=desktop&feature=share&v=Nw5KQMXDiM

- Remind current and future markets of your core values, humanity and commitment.
- While it can be difficult, maintain empathy as part of all messaging moving forward.
- Monitor engagement and learn to adjust.

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10. Visuals, especially media in motion — video, animations, LIVE/REEL etc, will dominate messaging during challenging times and normal business cycles.

Now is the time to make a plan to capture your key seasons with visuals.

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2/25/21
Thank you!