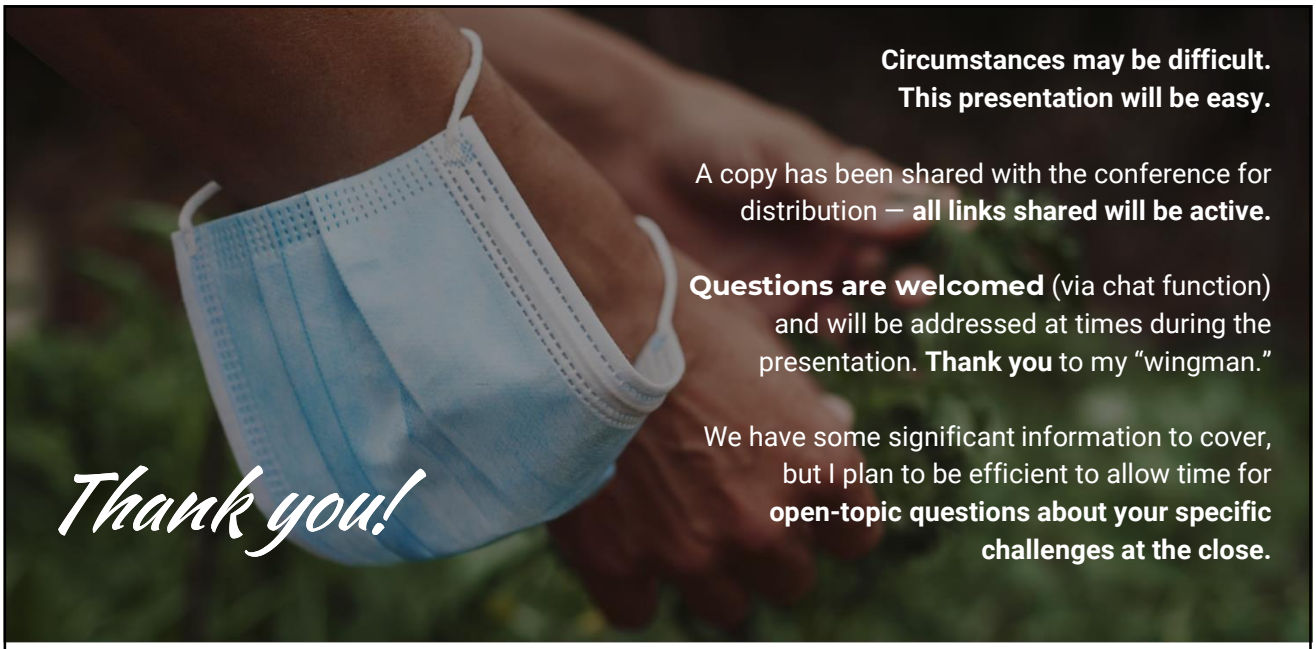
Effective Marketing:
How to Make the Best of a Difficult Situation
Maria Miranda | Creative Director
Miranda Creative, Inc.

Thank you!



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.**

Miranda Creative

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.**

Day 350.

HARVEST NEW ENGLAND: Strategies for Weathering the Storm
2.25.21

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March 12, 2020: Executive Order No. 7

- 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

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March 13, 2020: Executive Order No. 7A

- Grants DPH commissioner authority to restrict visitors at nursing homes and similar facilities

March 16, 2020: Executive Order No. 7D

- 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 gym, sports, fitness, recreation facilities, and movie theaters

March 17, 2020: Executive Order No. 7E

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

- Flexibility of graduation requirements and prescribed courses of study
- Flexibility for educator prep programs
- Flexibility for educator certification timelines, educator evaluations, and school in-services
- Extension of municipal budget adoption deadlines
- Extension of regional board of education budget adoption deadlines
- Remote conduct of DMV operations
- Limits on visitors to facilities that treat persons with psychiatric disabilities
- Limits on visitors to the Southbury Training School
- COVID-19 information sharing between facilities that treat persons with psychiatric disabilities, DPH, and local health directors

March 19, 2020: Executive Order No. 7G

- 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 for commercial fully insured health insurance 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

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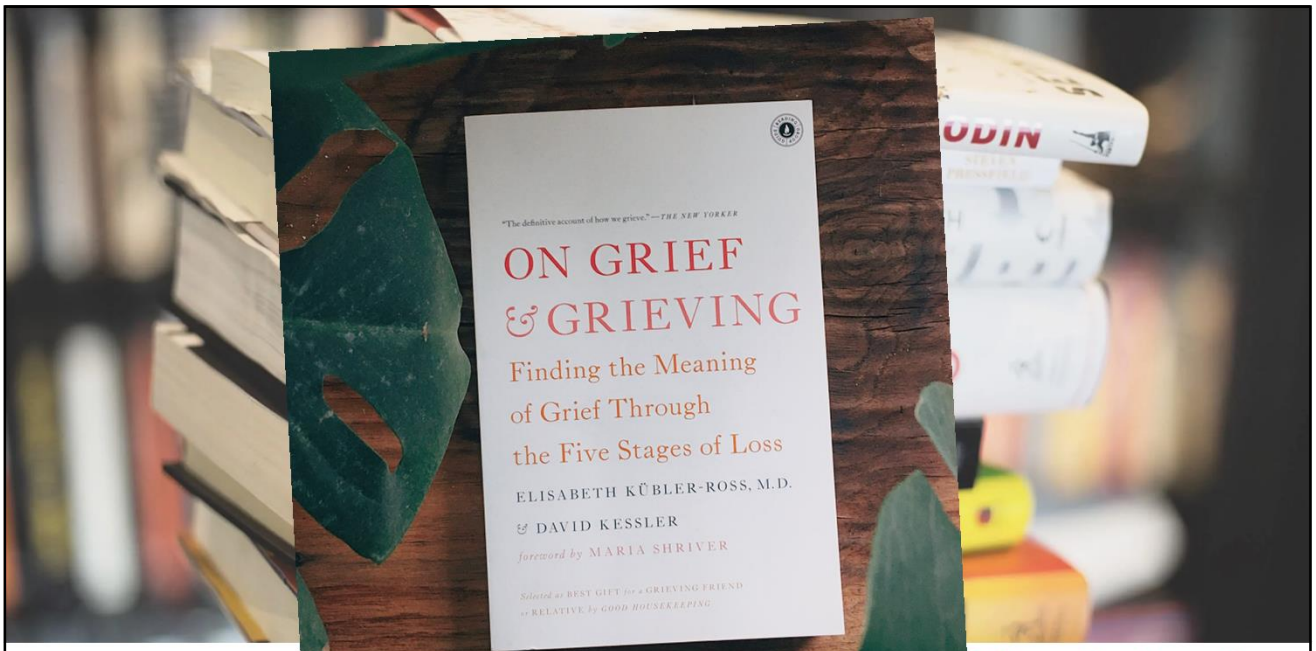

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denial, anger, bargaining, depression and acceptance

Are you serious? The flu kills more people. Don't buy into the hype. Business as usual.

denial, anger, bargaining, depression and acceptance

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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.

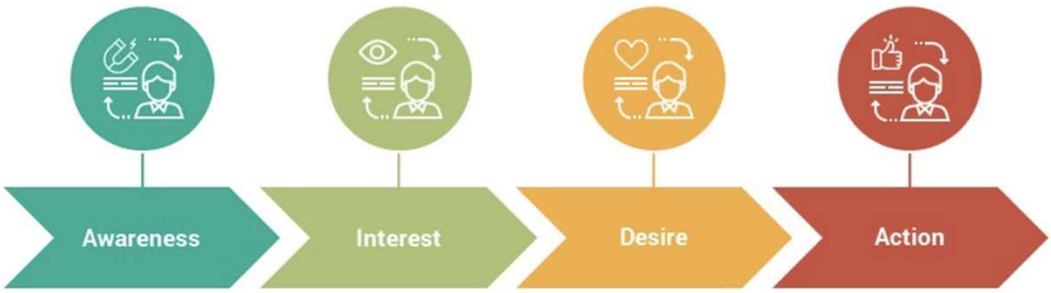
This is a two-year process, minimum. There are resources, support and options. This is bigger than me, **how can I help?** *What do we need to do to move forward?*

denial, anger, bargaining, depression and **acceptance**

denial, anger, bargaining, depression and acceptance

AIDA Model

AIDA Model



The product must attract the consumers attention. This is done via the advertising materials. It is a type of "eye catcher."

In the first phase, the attention of the potential customer is piqued; their interest in the product or service should be aroused.

If interest in the product is aroused, it is the seller's task to persuade the customer that they want to own this product. In the best-case scenario, the advertisement or the product itself creates the desire to purchase.

As soon as the desire to buy is aroused, this must be transferred into an action, that is, the purchase.

What do marketers do now? Thoughts on brand management in the midst of COVID-19 anxiety.

MARIA MIRANDA · TUESDAY, MARCH 10, 2020 · 5 MINUTES · 54 Reads

(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, M2)

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 49% 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/notes/maria-miranda/what-do-marketers-do-now-thoughts-on-brand-management-in-the-midst-of-covid-19-a/10151467221154984/

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PIVOT: Messaging During a Market Disruption

Miranda Creative

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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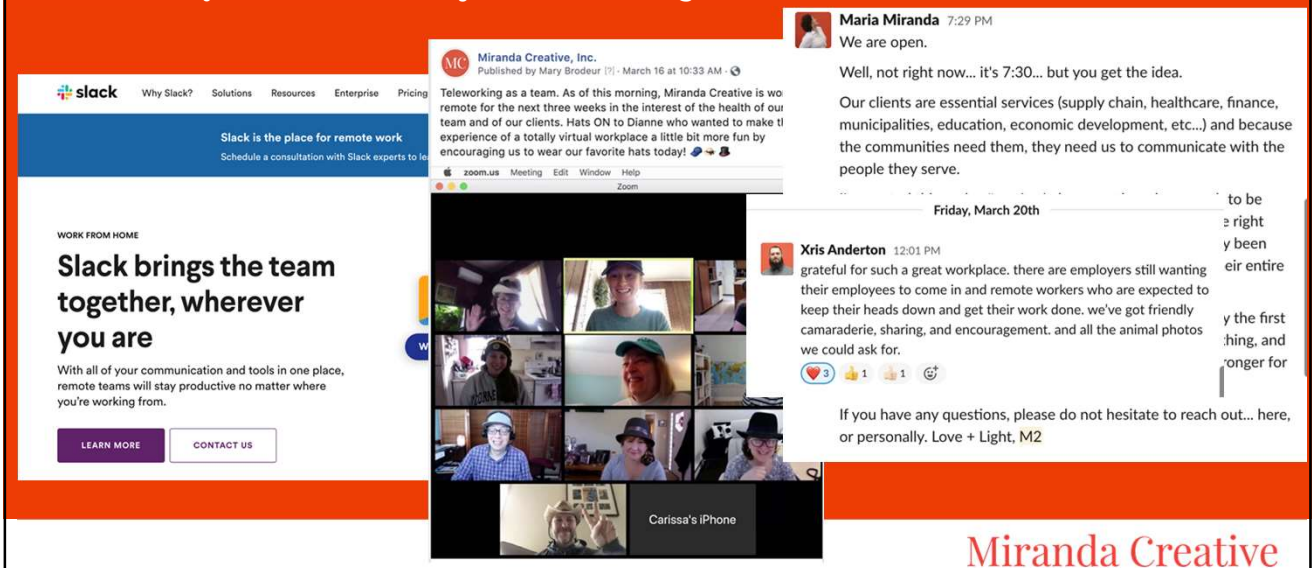

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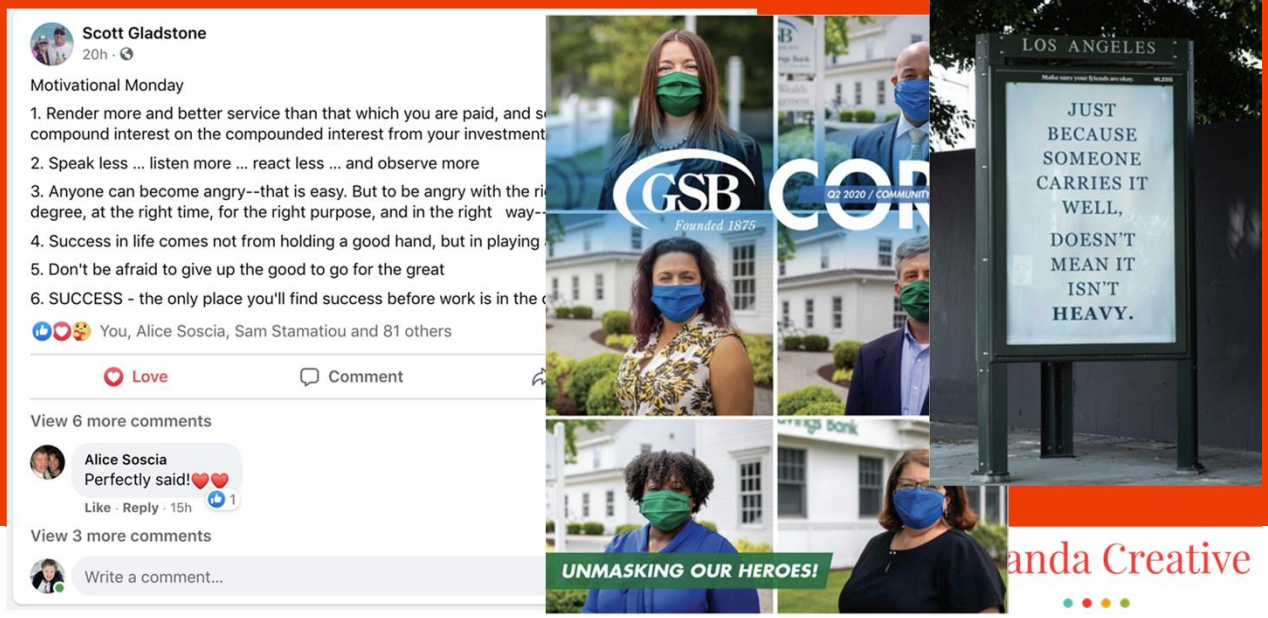
1. **And keep doing so** — recognize efforts… as well as stress cracks. During difficult times your message will evolve, and **your team needs to evolve with it.**



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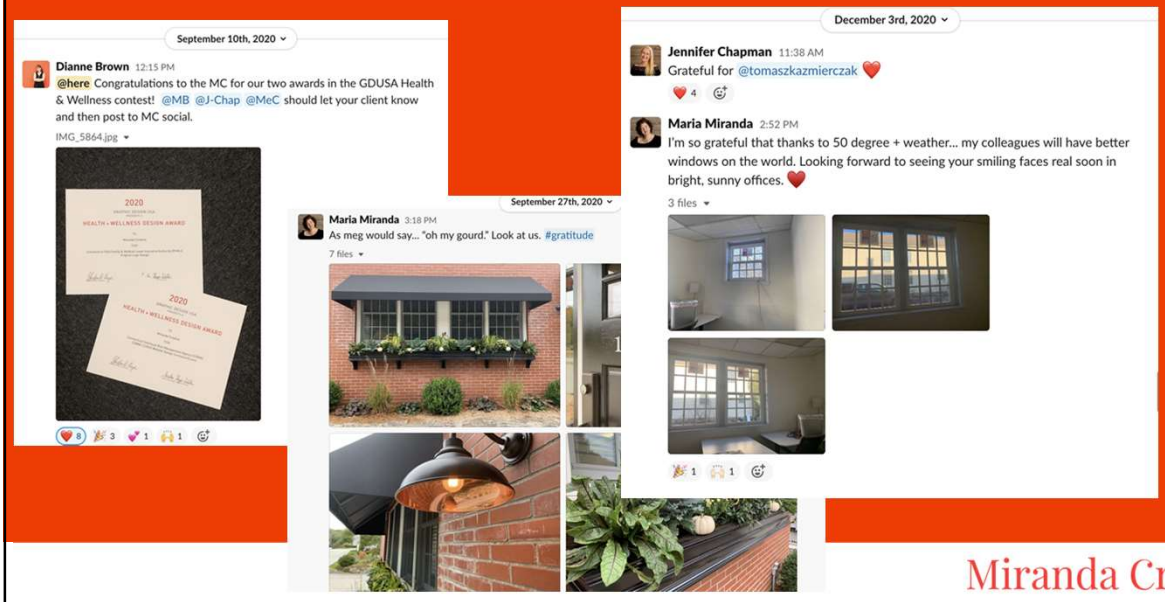

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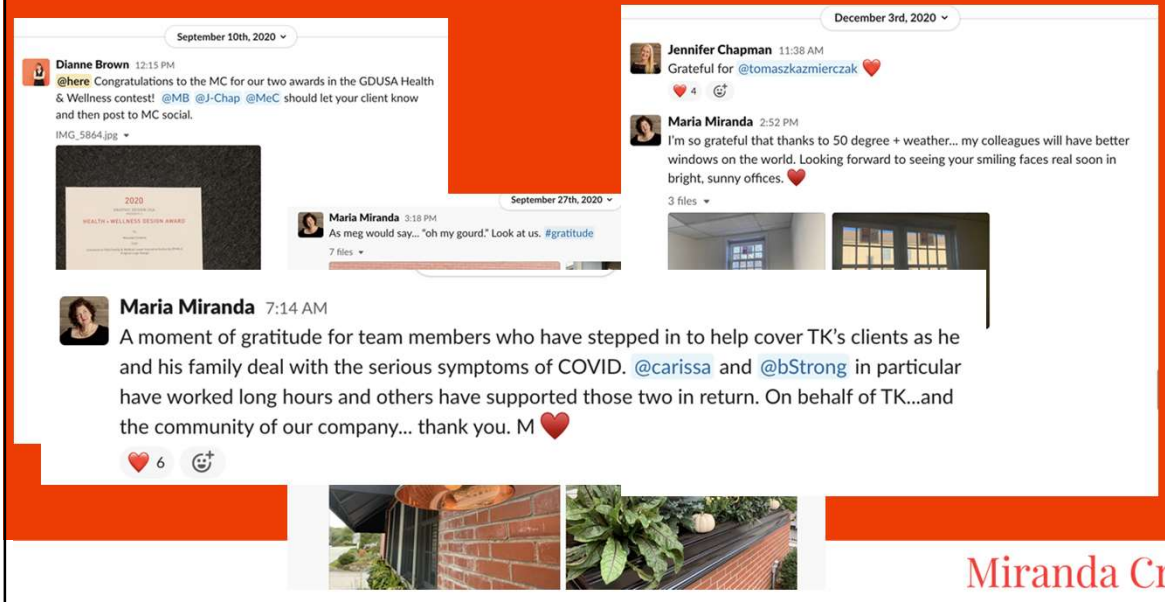

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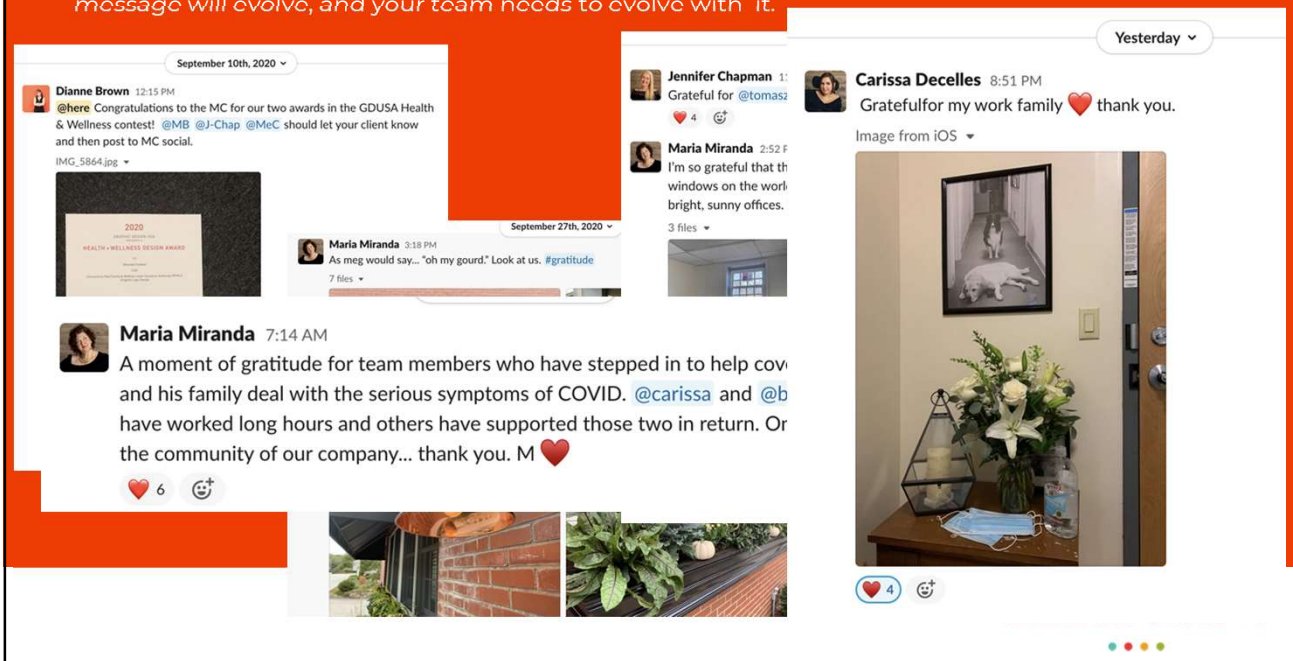
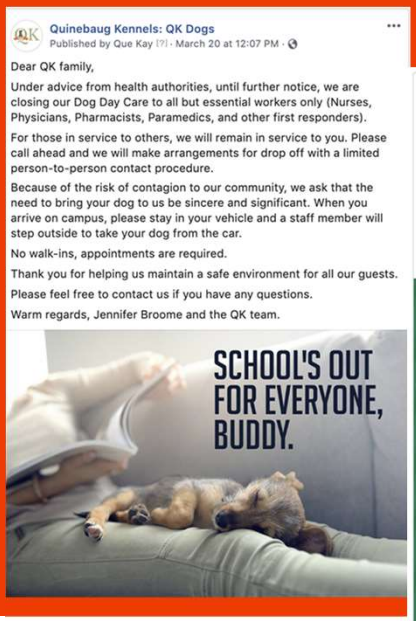
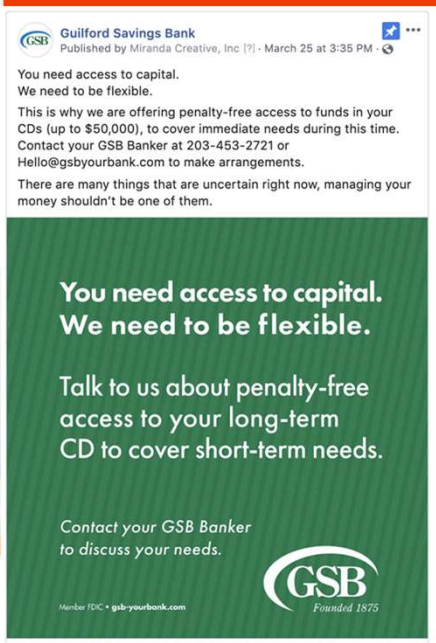


2. **Practice common sense in your branding** *(digital ads **should not run in context** with crisis terms)*, and consider the timing of your messaging. If things are rapidly evolving…

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.**





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

ct.gov/covidvaccine

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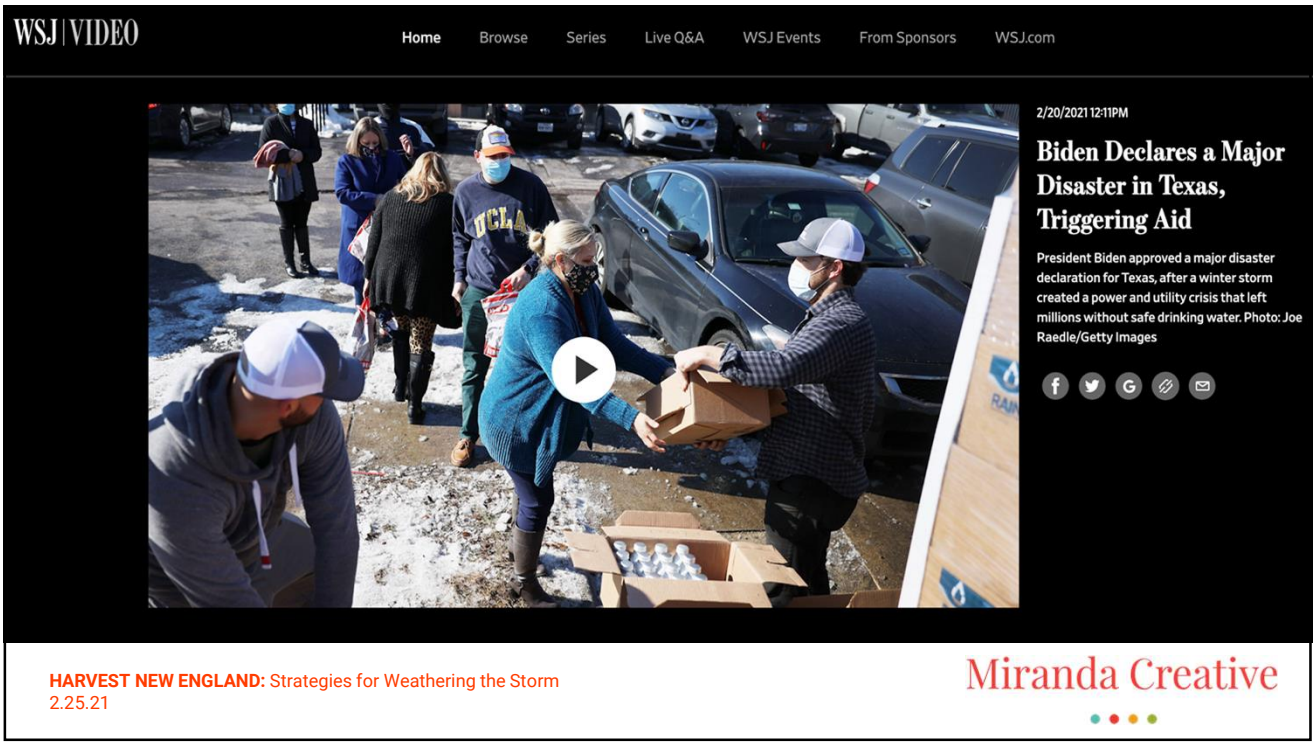

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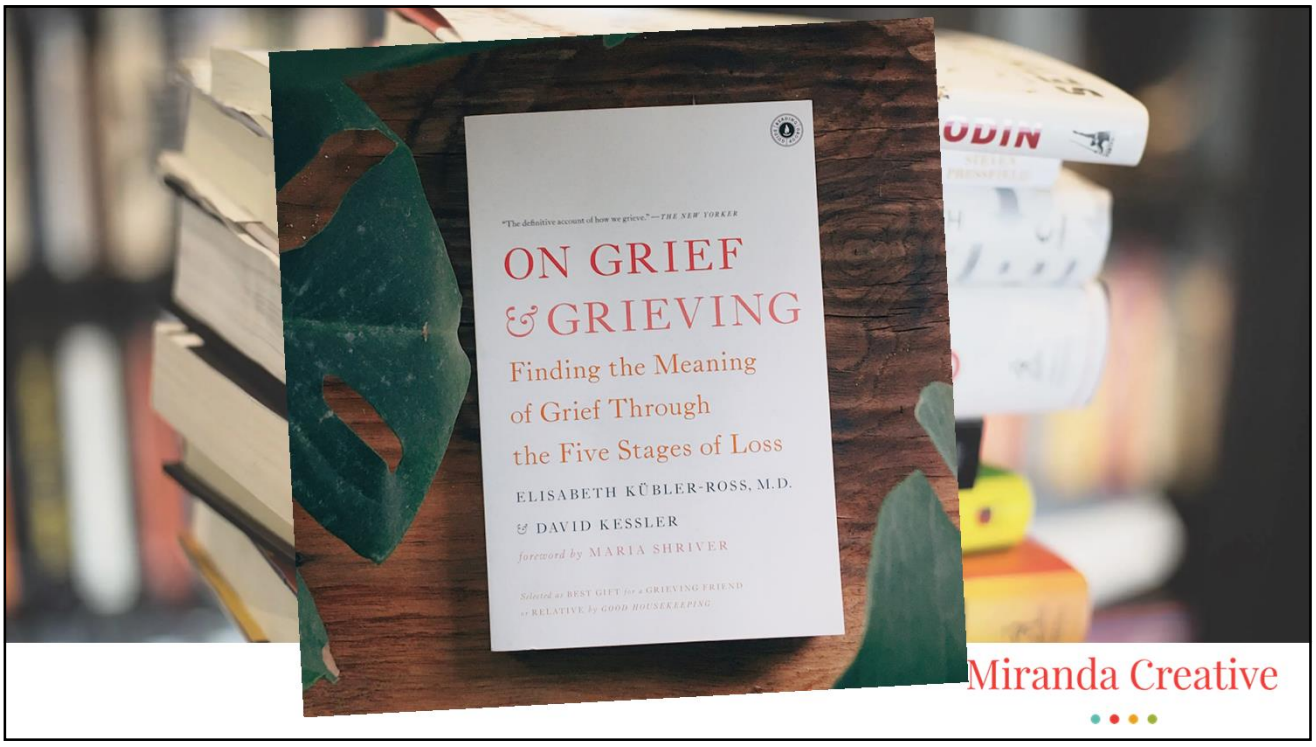

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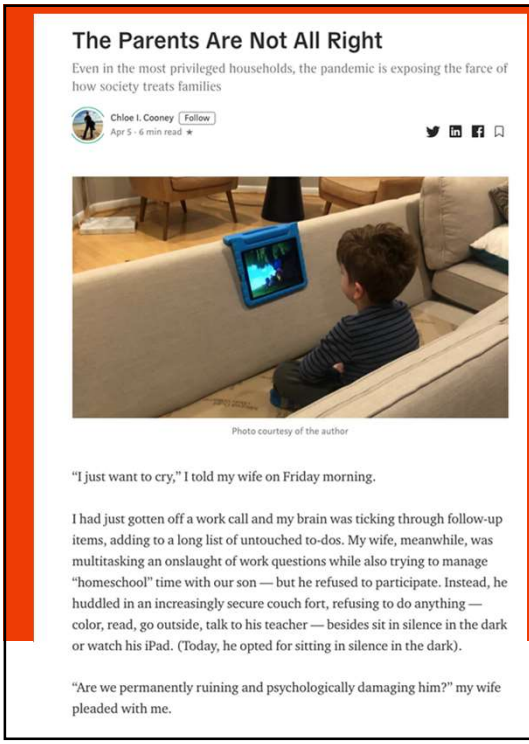

The Parents Are Not All Right

Even in the most privileged households, the pandemic is exposing the farce of how society treats families

Chloe I. Cooney Follow
Apr 5 · 6 min read ★

Photo courtesy of the author

"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 multitasking 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.

3. Be aware. Be empathetic in your messaging and approach to messaging.

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

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CNN health Food Fitness Wellness Parenting Vital Signs • LIVE TV Edition

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

By Naomi Thomas and Sam Romano, CNN
Updated 3:38 PM ET, Mon October 12, 2020

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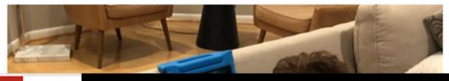

The Education Issue

Will This Be a Lost Year for America's Children?

As students across the country start school, education experts reckon with the long-term implications of remote learning, vanishing resources and heightened inequality.

Sept. 11, 2020

Vance Ta Sunke Witko III, 7, a first grader at Lower Brule Elementary in South Dakota, on orientation day.

State Senator Paul Formica is live now.
LIVE
51
ZOOM

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LIVE
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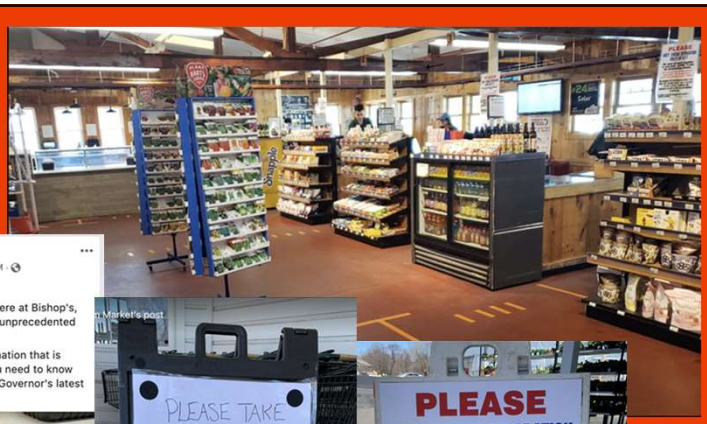
4. Consider how *your* organization could support consumer's needs.

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



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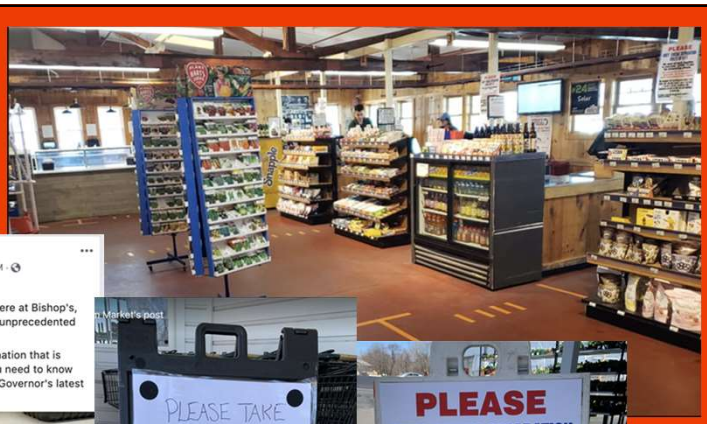
Soon, that priority is going to change and *messaging should change with it.*



HARVEST NEW ENGLAND: Strategies for Weathering the Storm
2.25.21

SCIENCE

The Problem With Pandemic Puppies

Animal behavior doesn't seamlessly adjust to changes in routine.

Soon, that priority is going to change and messaging should change with it.

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HARVEST NEW ENGLAND: Strategies for Weather
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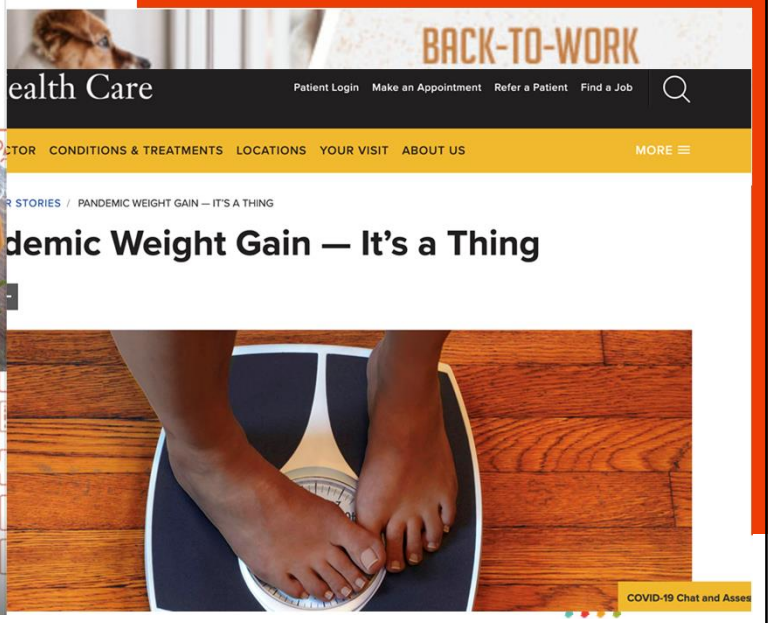

Questions so far?

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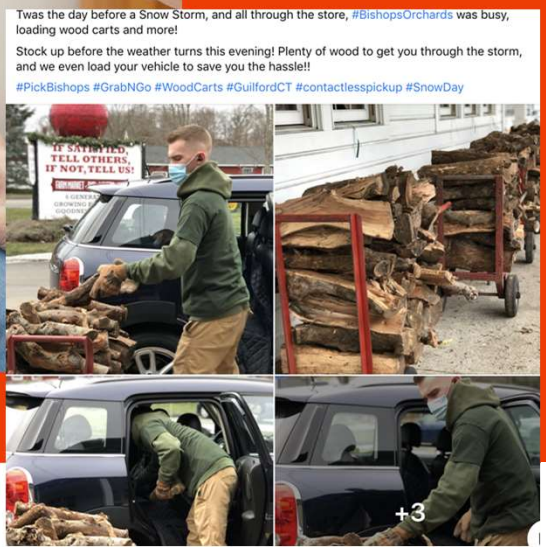
5. It takes only 21 days to develop a new habit and consumers have been living with new habits for 350 days.

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.

again.

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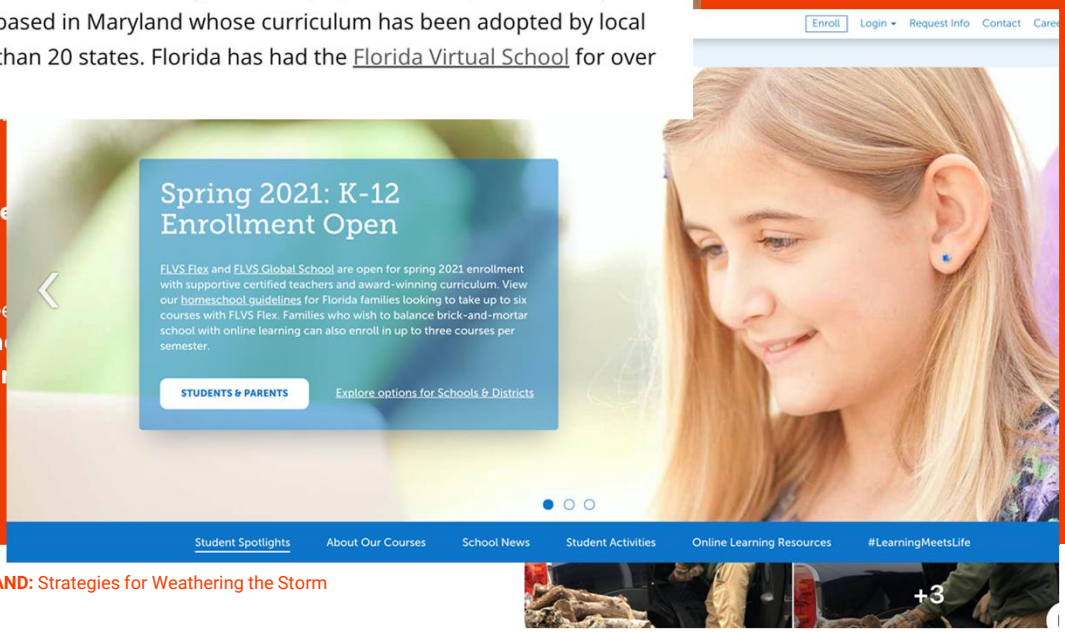

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- Increase frequency of messaging with **vital details.**

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- **Rent/purchase email lists** of like-kind audiences to drive traffic to website (with relevant copy).

- This will result in **IP capture for retargeting with digital display ads up to 90 days** after site visits.

THE WILLIAMS SCHOOL

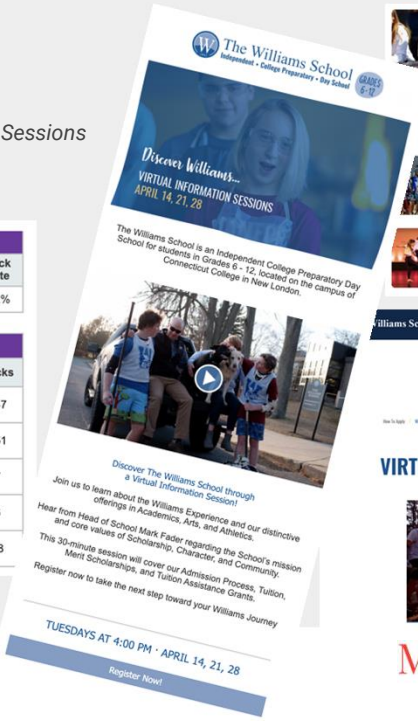
- *Paid Email Blast promoting Virtual Information Sessions* ***- 25.1% OPEN RATE!***
- *Paid Social Media*

STATISTICAL TRACKING REPORT

Campaign Name	Deployment Date	Qty Ordered	Opens	Open Rate	Clicks	Click Rate
The Williams School	Mon Apr 13, 2020	30,000	7,538	25.1%	669	2.2%

LINK TRACKING

Links	Clicks
https://www.williamsschool.org/admissions/visiting-williams?utm_source=tos&utm_medium=data_ema	347
https://www.williams=tos&utm_medium=data_ema	251
https://www.faceboc edium=cpc&utm_campaign=WS_FB	7
https://www.instagra m_medium=cpc&utm_campaign=WS_IG	6
https://www.williams nail&utm_campaign=Williams	58



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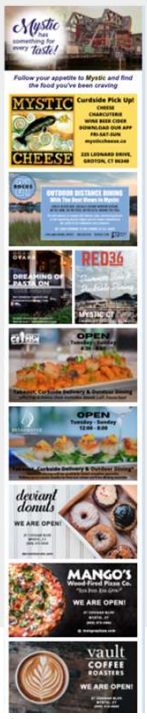

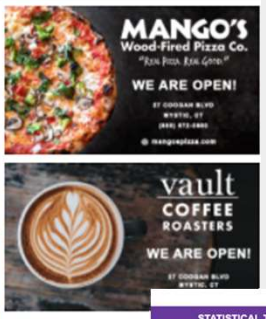

CLICK HERE for more
Offering Curbside Pick

STATISTICAL TRACKING REPORT

Deployment Date	Qty Ordered	Opens	Open Rate	Clicks	Click Rate
Fri May 15, 2020	36,651	8,246	22.5%	858	2.3%

- 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

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Questions so far?

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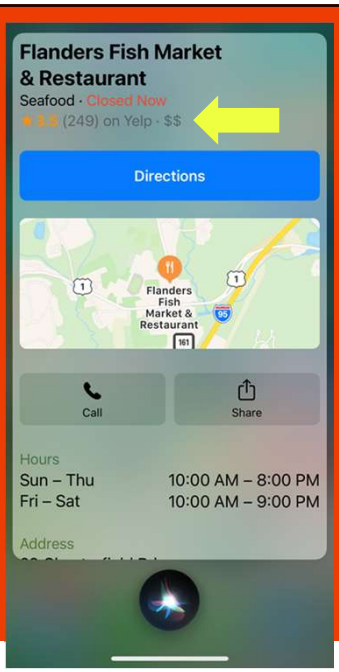
7. It can be a distracting time, confirm all of **your basics:**

Have you **checked your hours** are accurate across all platforms?



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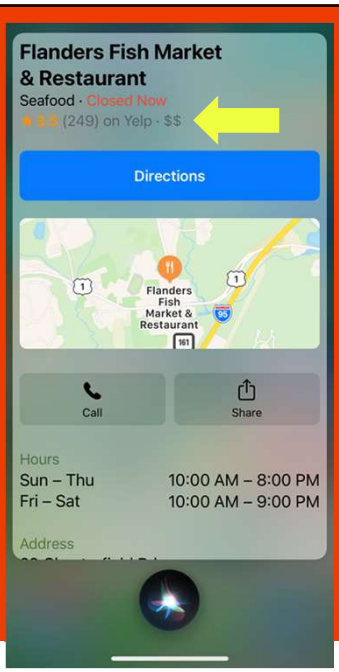

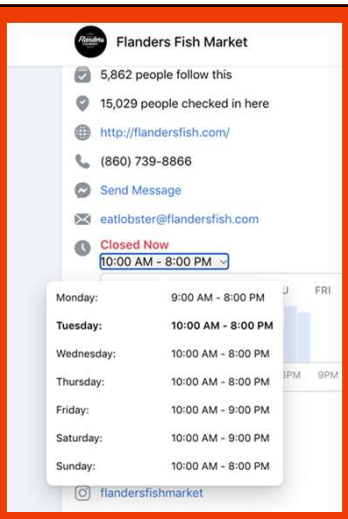

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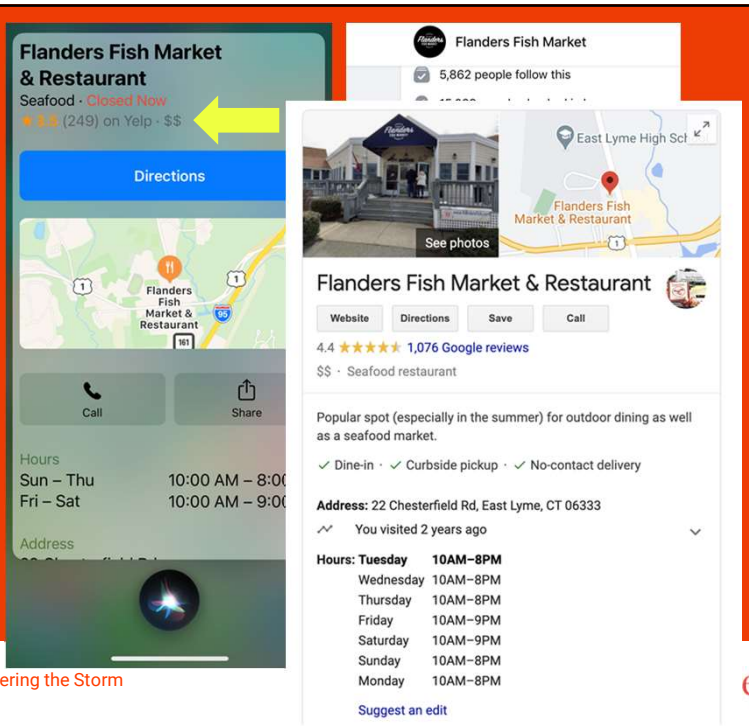

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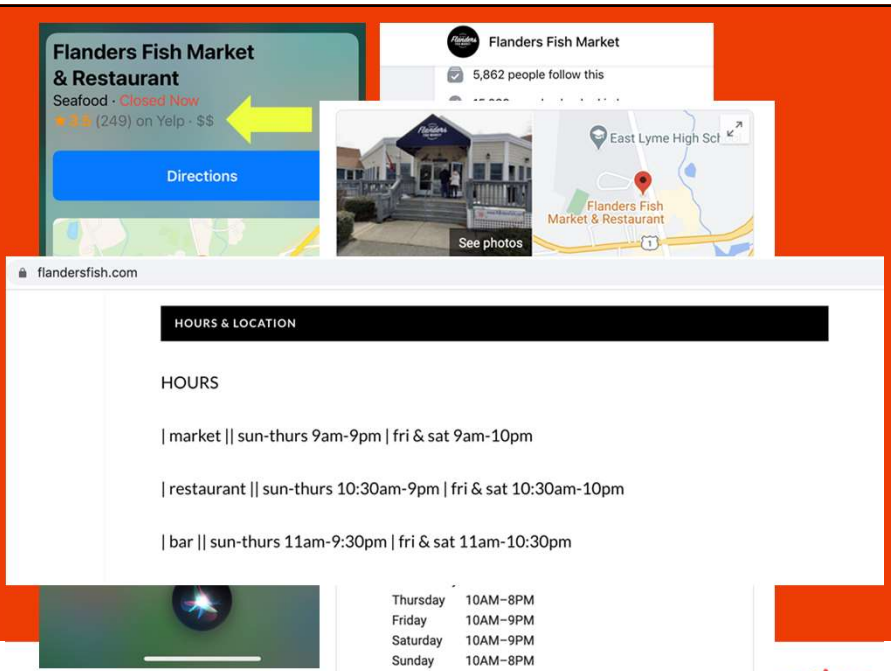

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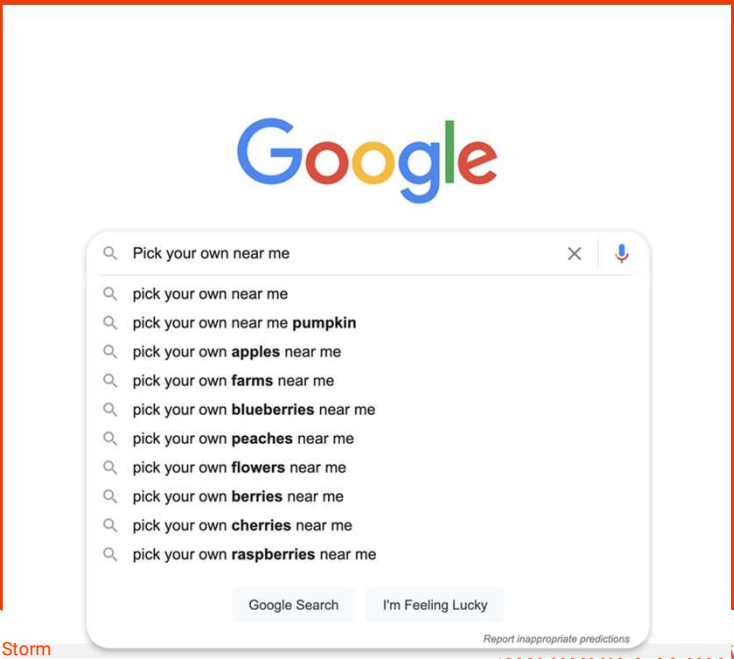
- Have you **checked your hours** are accurate across all platforms?
- Google, consumers and others may have made **suggestions to your various listings** that are not accurate (temporarily closed).
- "Pin" a post many months ago and **not update it?**
- **New offerings or resources** (ie, online ordering, text service, etc.) but have not added them to your Google profile?



8. This is the time to build an **audience you control.**

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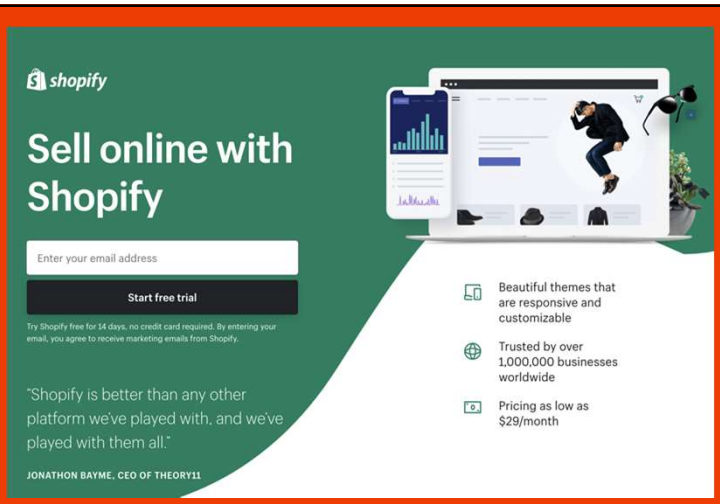

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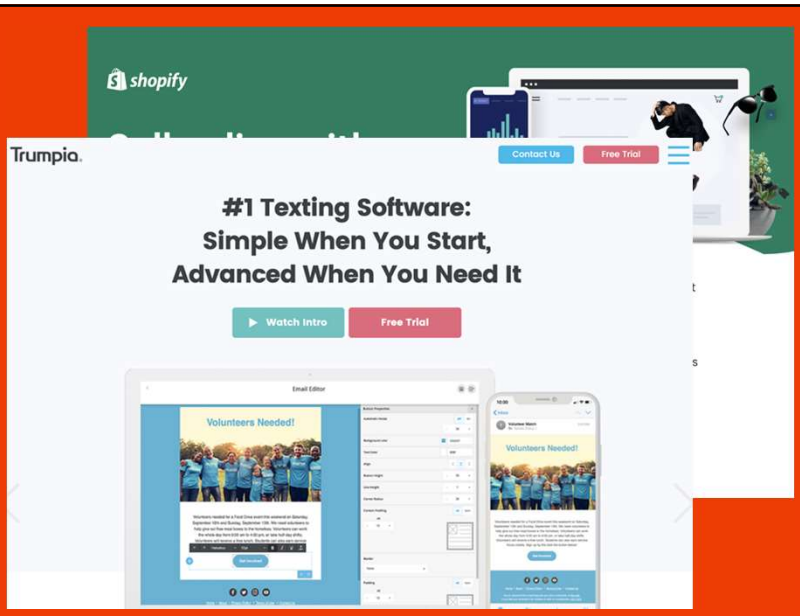

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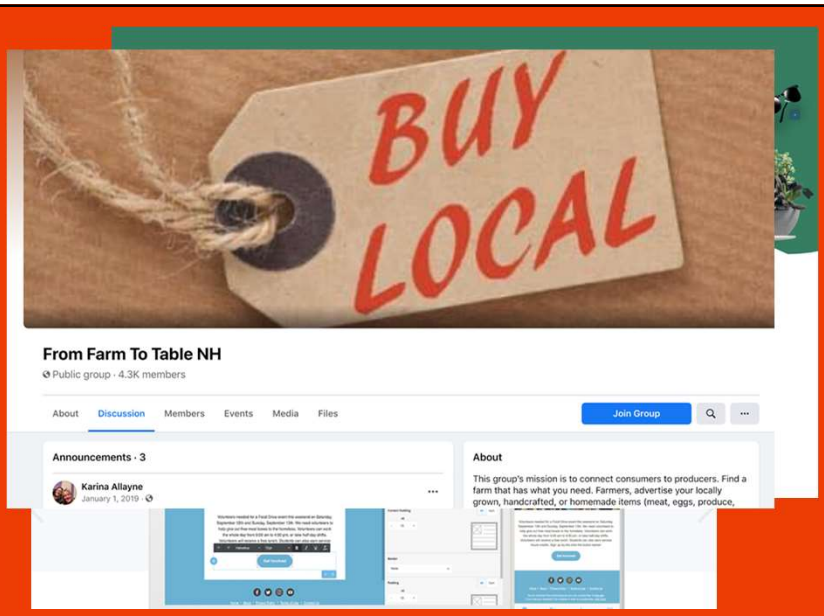
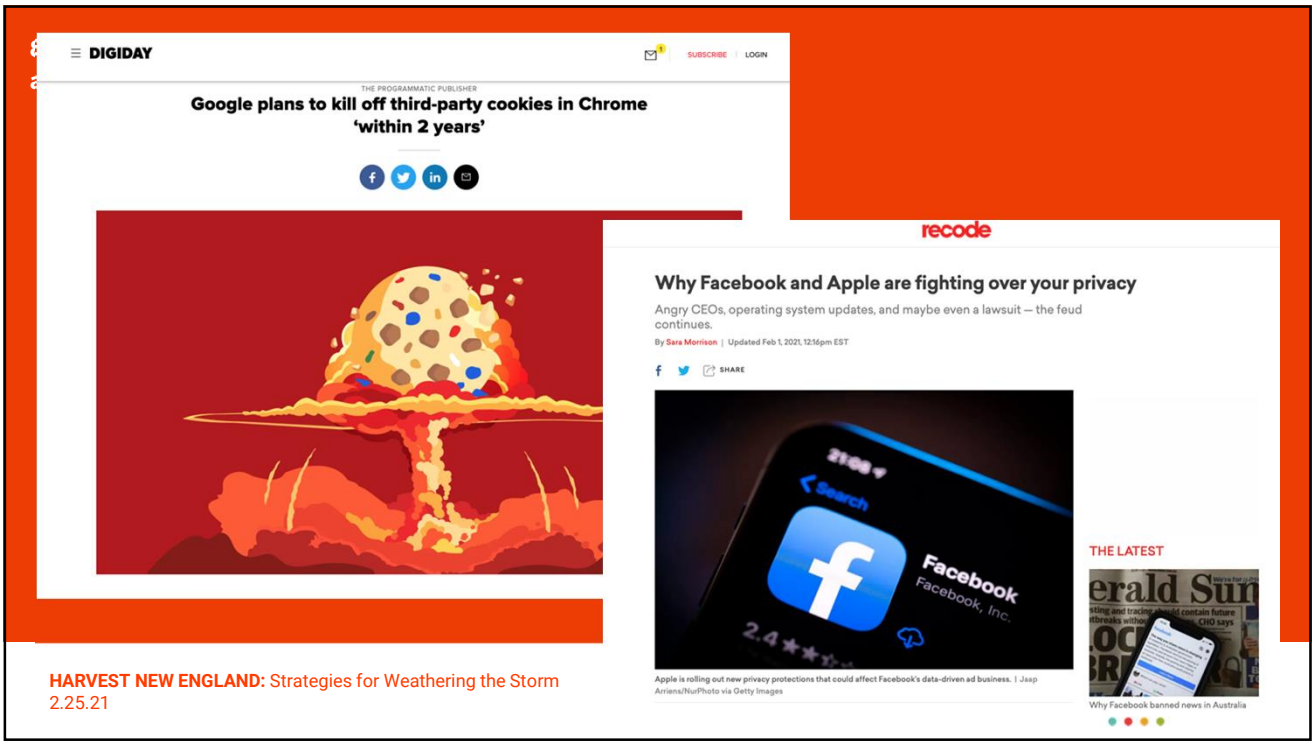
- Online ordering/**e-commerce** platforms are a great tool for growing email addresses. Even if just for events such as eventbrite.com
- **Text enrollment is easy**, and not very costly. "What's ripe?"
- **Email enrollment contests** or simply just asking on a consistent basis.
- **Facebook groups** are an often underutilized tool.





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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=Nw5KQMXDiM4

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9. Seek to retain **emotional attachment** and other unique aspects of the pandemic (and other) difficult times:

- 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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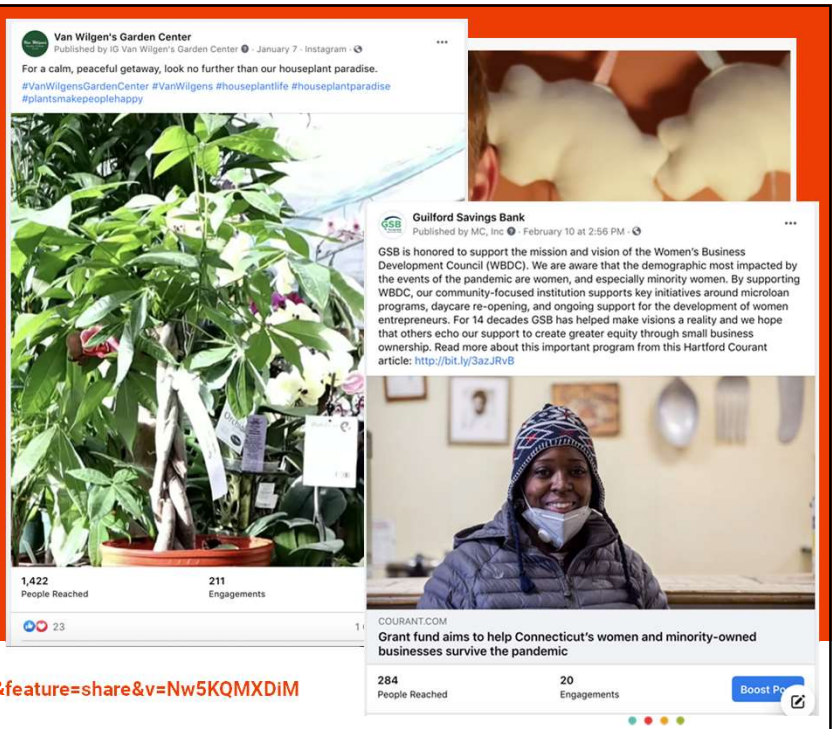

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10. Visuals, especially media in motion — video, animations, LIVE/REEL etc, will dominate messaging during challenging times and normal business cycles.

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

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