

PRAGMATIC | live)))

Lessons From 9/11

Shifting your marketing tactics in a time of crisis

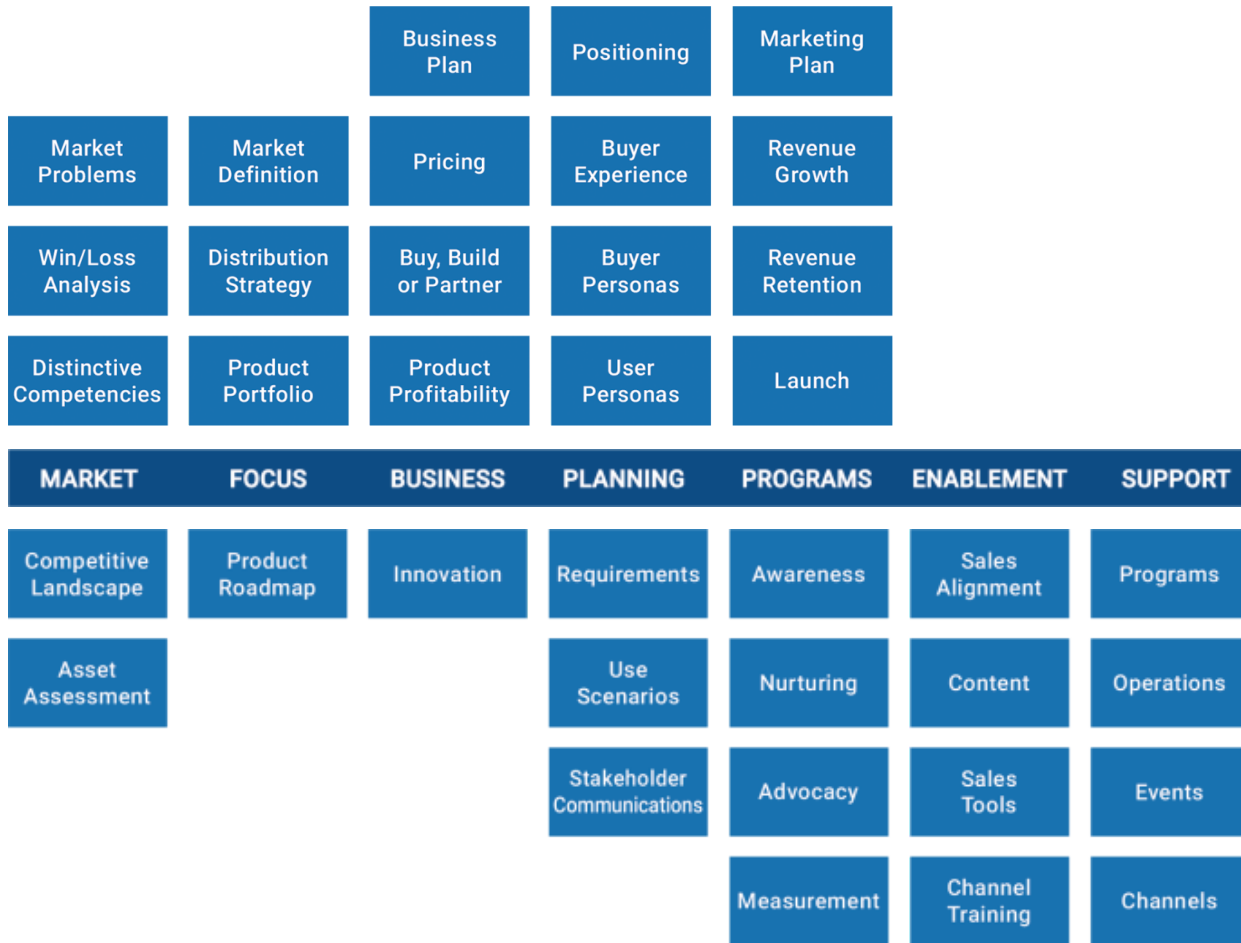
ABOUT US

Experts in technology product management and product.

Specialize in training.

Trained hundreds of thousands of people at companies around the world since 1993.

STRATEGY



EXECUTION

The future is unknown

“To look to the future we must first look back upon the past. That is where the seeds of the future were planted.”

-- Albert Einstein

Important Disclaimer

This presentation provides my personal observations regarding the impact that the 9/11 impact had upon business-to-business marketing in the U.S. In that context, it will discuss some of the ways we may (or may not) need to prepare to shift our marketing strategies and tactics in the new world as we move beyond the initial COVID crisis. It is intended for discussion purposes only and is not meant to provide any specific advice for your specific company or marketplace. Your actual situation may or may not have any similarities or correlation to what is discussed here. Please seek professional advice for your specific situation before making any business decisions.

Thank you,
Rod Griffith
April 28, 2020

Pre-9/11

- U.S. economy growth: 4.25% per year since end of 1995
- Over 2.5 million new jobs since 1991
- Unemployment rate had fallen to a 29-year low of just over 4 percent
- Massive dot.com bubble had deflated to more realistic levels
- Trade shows and conferences at record high attendances (ex: COMDEX = 200K+)



9/11 – the aftermath

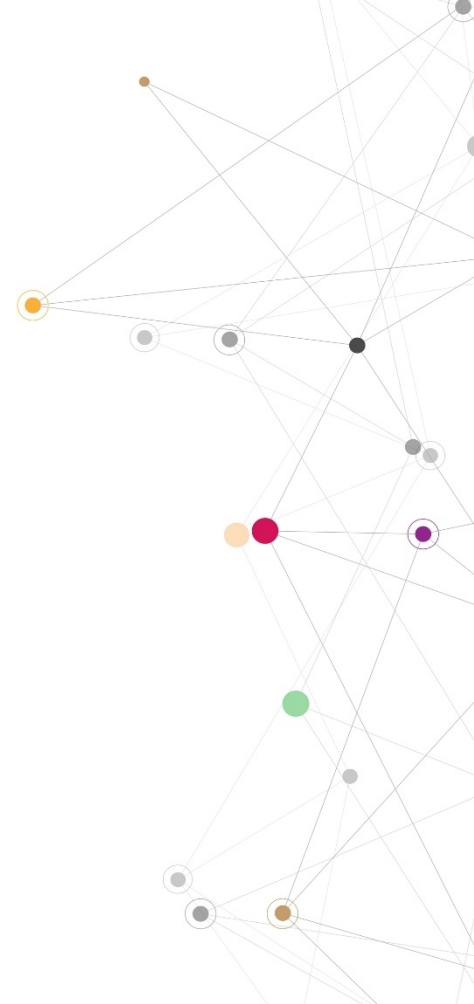
- Catastrophic loss of life
- Huge financial loss
- All air traffic stopped for several days
- Stock market shut down for one week
- Most all major business events canceled or postponed for months
- Rampant fear of an unknown future
- Exposed our reliance on phones and text
- Launched War on Terror in Afghanistan - 2001
- Stock market crash - 2002
- Launched Iraq War - 2003



Post-9/11 acceleration in technology innovations



Post-9/11 acceleration in marketing innovations





Lessons learned from 9/11

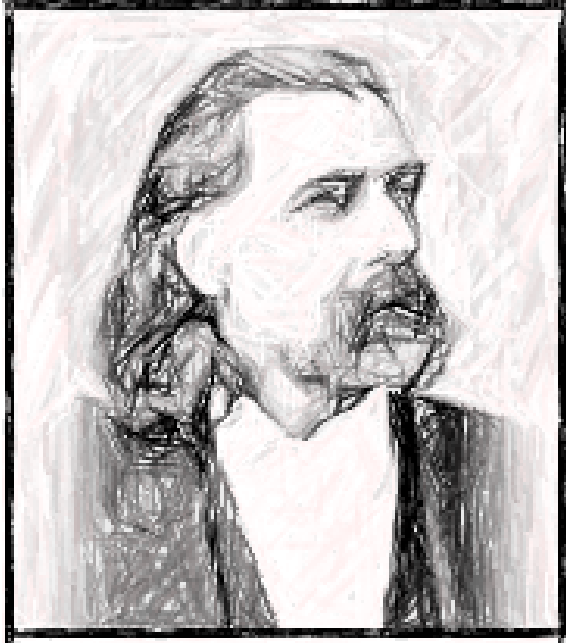
- Business will return – but not to the same normal we once knew
- A new normal will eventually form after a period of change
- Market leadership positions will likely shift
- The companies that foster this change will be more likely to succeed
- Change brings fear
- Change also brings opportunity and innovation



Remember these?



The curse of knowledge



It ain't what you don't know
that gets you into trouble.
It's what you know for sure
that just ain't so.



Josh Billings

PRIORITY 1:

Identify shifts in your customers' challenges, goals and needs



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Identify shifts in your customers' challenges, goals and needs



What you can do now:

Engage with your customers now and regularly to keep a constant pulse on how their view is shifting:

- 1 What are the biggest challenges they expect to face?
- 2 How will their goals shift?
- 3 What is their new priority of needs?
- 4 What can we do to best support those challenges, goals and needs?

PRIORITY 2:

Reassess your marketing strategies

- Target markets
- Marketing goals
- Value propositions
- Product positioning & differentiation
- Strategic messaging
- Sales approaches (plays)

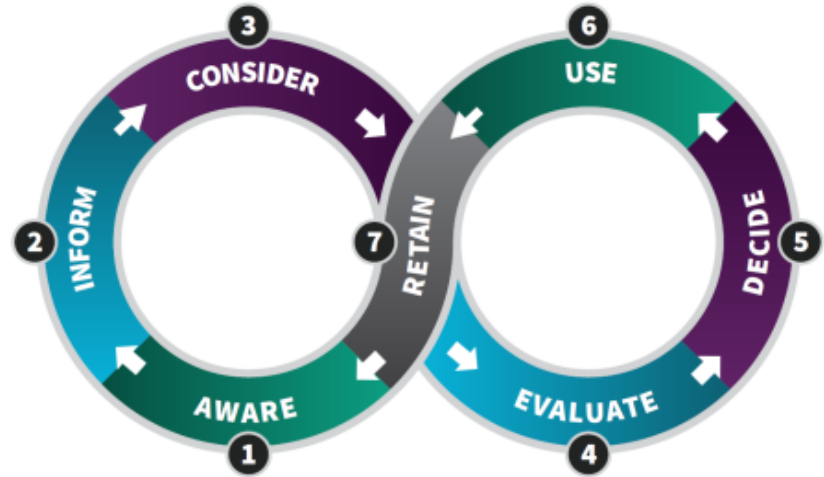
Will they best help support your customer's changing challenges, goals and needs?



PRIORITY 3:

Reassess your marketing tactics

- Sales messaging
- Sales tools
- Promotions & offers
- Awareness & lead gen campaigns
- Marketing reach vehicles
- Metrics



Are your marketing tactics designed to best accelerate their Customer Engagement Journey?

Leverage the silver linings

- People are generally more accessible online and more open to engaging
- They are also more accessible on the phone
- Even C-level customers are more prone to be online and engaged in SoMe than previous
- There is an accepted informality like never seen before

With change comes opportunity.



10 tactics to consider during this crisis

1

Care packages (mailer or electronic gift cards)

2

Webinars and podcasts

- Technology roundtables
- Ask-the-experts
- Featured case study reviews

3

Videos

- Animated product tours (technical)
- Solution overviews or tutorials (business)
- Executive check-in/update (business)

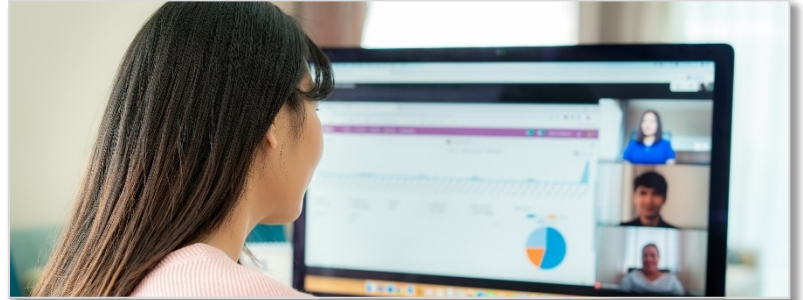
4

LinkedIn targeted ads

5

Testimonials and success stories

(ex: focused on managing through change)



10 tactics to consider during this crisis

6

Infographics - printed and online/interactive
(ex: “10 Vital Statistics You Need to Know About ____”)

7

Social media campaigns
(ex: offer free advice or a free consultation – be business relevant)

8

Online assessment tools and ROI calculators

9

Interactive demos / product tours
(ex: virtual tradeshow booth)

10

“Live Technology Concerts”





What are you doing to stay engaged with customers and prospects?

Rod Griffith

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**CREATIVE MARKETING SERVICES
FOR TECHNOLOGY MARKETERS**



Thank you!

Rod Griffith

Chief Client Officer

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A graphic consisting of a blue chevron pointing to the right, followed by the text "CREATIVE MARKETING SERVICES FOR TECHNOLOGY MARKETERS" in a bold, uppercase, sans-serif font. The background of the entire slide is a light gray pattern of various icons related to technology, marketing, and design, such as lightbulbs, gears, calendars, and computer screens.

**CREATIVE MARKETING SERVICES
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BOM 2020

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Market**
Tue, May 26, 1 PM ET

JAN Sales Alignment	FEB Market Definition	MAR Revenue Growth	APR Awareness
MAY Market Problems	JUN Revenue Retention	JUL Buy, Build or Partner	AUG Pricing
SEP Measurement	OCT Buyer Experience	NOV Win/Loss Analysis	DEC Competitive Landscape