



Recommendations for Digital Advertisers During a Time of Uncertainty

March 2020

\$3.99 M
Gross \$ on Books

Month	Gross \$ on Books
Feb	0.2
Mar	0.3
Apr	0.4
May	0.5
Jun	0.6
Jul	0.7
Aug	0.8
Sep	0.9
Oct	1.0
Nov	1.1
Dec	1.2



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The Landscape Is Changing Daily

The current global pandemic has dramatically altered daily life and sent shockwaves through the global economy.

During this period, businesses and consumers have been forced to change. People are changing the way they shop and the way they consume media.

Businesses, of all types, are being forced to operate differently with the hopes of remaining in business. Many are shifting to online-only sales.

As a salesperson, you are uniquely positioned to guide your advertisers through this period of uncertainty and to help advertisers maintain a strong connection with customers.

Now is the time for advertisers to get creative and adjust the way they reach people. The following provides insight on the changing audience behaviors and recommendations to guide your advertisers to success.



Consumer Behavior in a Changing Environment

Media Consumption in a Changing Environment

60%



Staying at home leads to a nearly 60% increase in the amount of content consumed

**Statistic courtesy of broadcastingcable.com and Nielsen*

Media Consumption in a Changing Environment

75%

Since COVID-19 began spreading, an estimated **three quarters** of consumers in the U.S. have added a streaming subscription and/or an online streaming TV device



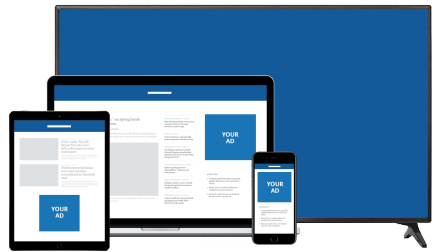
**Statistic courtesy of [broadcastingcable.com](https://www.broadcastingcable.com) and Nielsen*

Media Consumption in a Changing Environment

The week of March 9-15 saw **523 million visits** to 40 select news sites, the most in 2020. That's 100 million more than the next highest week, which was the previous week of March 2-8*



**Statistic courtesy of Comscore matrix*



Proven Impacts of COVID-19

During the week of March 9-15:

- Total digital visits to government-based health websites were **up 425%** in the U.S. compared to Jan. 6-12
- Digital visits were **up 79%** over the week prior
- Mobile visits were **up 112%** over the week prior and **up 671%** compared to Jan. 6-12

**Data courtesy of [Comscore](#)*



Some Industries Will Be Hit Harder by COVID-19

Opportunities for brand awareness are available across industries

Some industries will be impacted more including automotive, travel, media and entertainment

Digital Ad Spending in the US, by Industry, 2016-2020
billions

	2016	2017	2018	2019	2020
Retail	\$15.78	\$19.36	\$23.78	\$28.33	\$33.12
Automotive	\$9.11	\$11.35	\$13.74	\$15.91	\$18.15
Financial services	\$8.75	\$10.77	\$13.21	\$15.69	\$18.25
Telecom	\$7.89	\$9.59	\$11.57	\$13.45	\$15.58
CPG & consumer products	\$6.24	\$7.75	\$9.49	\$11.12	\$12.80
Travel	\$5.95	\$7.22	\$8.95	\$10.86	\$12.97
Computing products & consumer electronics	\$5.45	\$6.70	\$8.47	\$10.35	\$12.25
Media	\$4.23	\$5.11	\$6.60	\$8.15	\$9.85
Entertainment	\$3.44	\$4.31	\$5.52	\$6.88	\$8.40
Healthcare & pharma	\$2.01	\$2.47	\$3.01	\$3.62	\$4.23
Other	\$3.09	\$3.77	\$4.30	\$4.99	\$5.70
Total	\$71.94	\$88.40	\$108.64	\$129.34	\$151.29

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; includes ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets
Source: eMarketer, July 2019

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www.eMarketer.com

Campaign Strategy Recommendations for Advertisers

Opportunities Still Exist

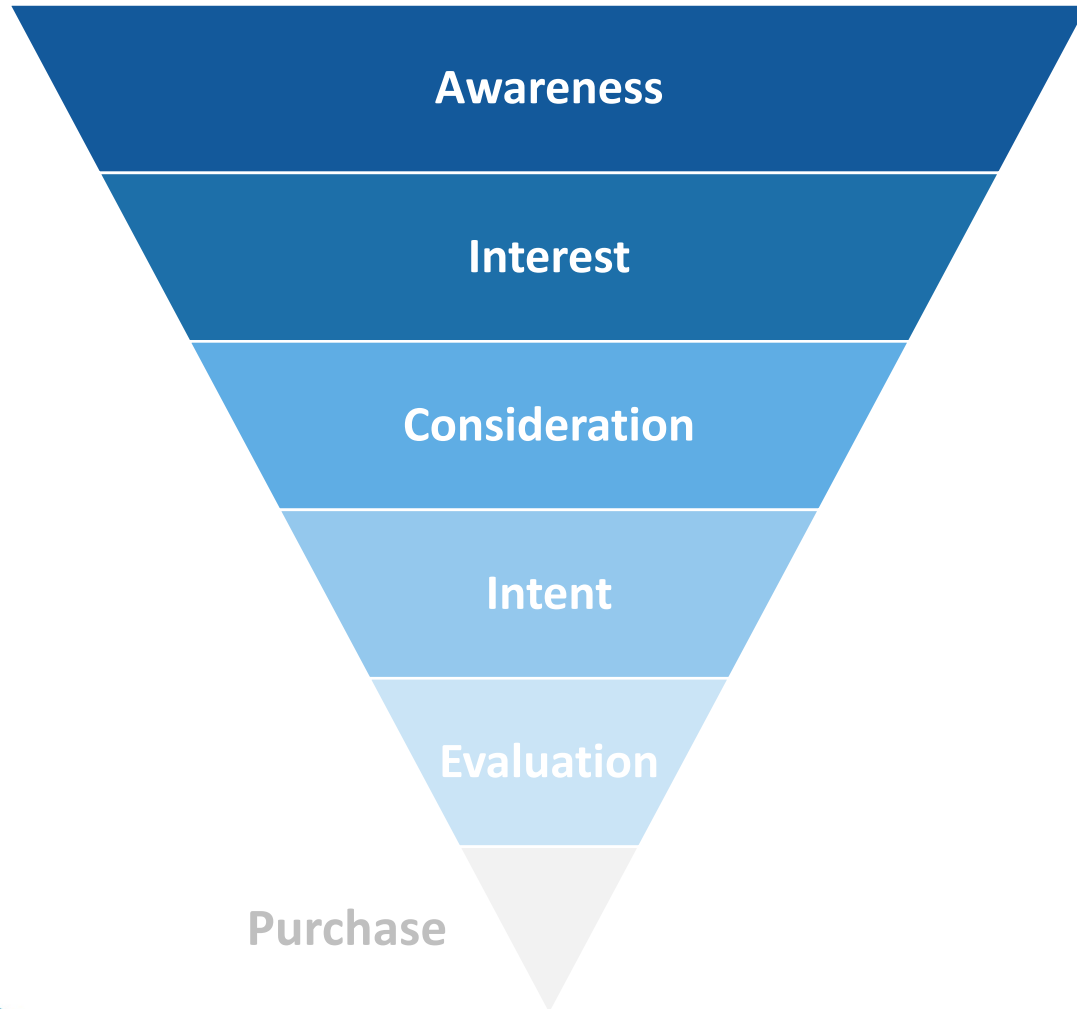
COVID-19 is driving a demonstrated increase in digital media consumption. This growth holds promise for advertisers. There are opportunities across many industries for advertisers to be successful, but it may require pivoting their strategy.

Deciding whether to follow a path based on **conversions** or switch to a **brand awareness** approach will be the key.

The following information will help a sales rep steer advertisers in the right direction and aid in running successful digital ad campaigns despite the current challenges.



Brand Awareness vs. Conversions



Brand Awareness: If the advertiser is not in a position to sell goods or provide services at this time, focus on top-loading the brand in the consumer's mind. This will keep the brand relevant and sustain momentum that has been built through broadcast campaigns.

Conversion: Once the social and business climates return to normal, or if the advertisers can sell products now, use purchase-focused ads that can lead to conversions.

Pivoting to a Brand Awareness Campaign

Be Ready for the Future



If the advertiser is not in a position to sell products or services from a physical location or online, it is recommended that they switch to a brand awareness strategy to stay top-of-mind for when things are back to normal

Use Brand Awareness to Be Ready When Things Stabilize

When things begin to stabilize again, these businesses will be relevant because they maintained contact with consumers throughout the down time and stayed top-of-mind. Messaging during this period should be focused on connecting and supporting consumers.



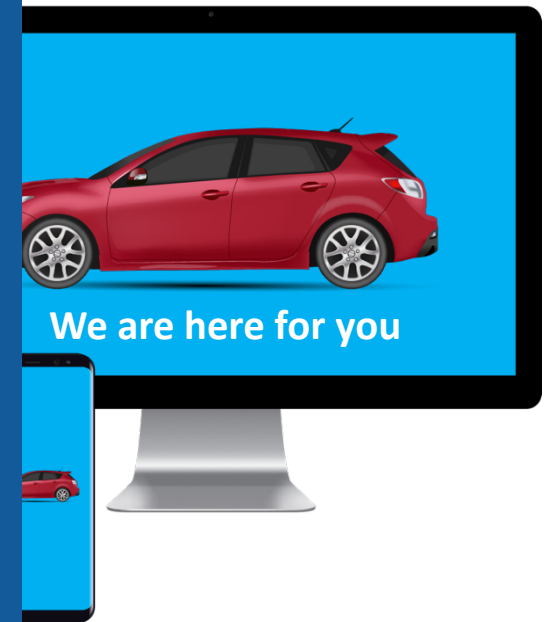
How Ad Tactics Can Serve a Brand Awareness Campaign

Display: Target an audience with banner ads that reinforce the advertiser's brand so that those goods or services stick in the minds of consumers

Video: Captivate people and create an immediate visual connection while they are at home consuming more media

Over-the-top (OTT): As subscriptions increase and people install more internet-connected devices in their homes, solidify the brand with commercials

Geofencing with past locations: Reach people at home while reminding them that local businesses that they once visited are still operating and will be ready for them to walk through the door once the dust settles

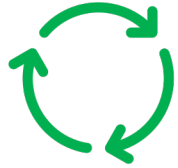


Maintaining a Conversion-focused Campaign



Offer a Solution

Shift the campaign strategy toward highlighting the ways an advertiser's products and services can help isolated and vulnerable customers in their time of need



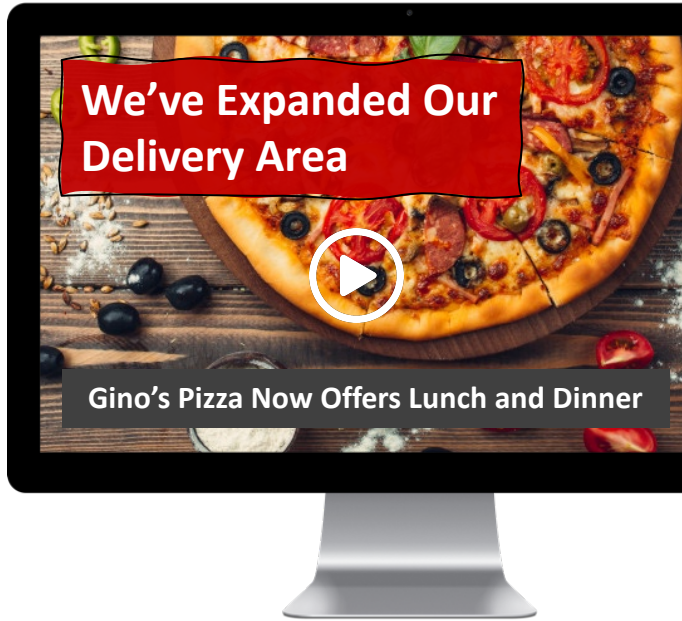
Keep the Momentum Going With a Conversion Campaign

Many advertisers are well-positioned to capitalize on a conversion-focused digital advertising campaign.

Business offering goods online or by delivery can move now by highlighting the ability to get their goods in people's hands without them having to leave the house. This is also an opportunity to promote shifts in the business model to include delivery or online options.



How Ad Tactics Can Serve a Conversion-focused Campaign



Display: Reach an audience with banner ads that relay the advertiser's message that they can supply consumers with goods or services despite current restrictions

Video: Show people with visual advertising that a business can deliver products today when people need them

Over-the-top (OTT): Take advantage of growing numbers of subscriptions and more internet-connected devices in homes by reaching consumers with a well-produced commercial explaining that an advertiser is open for business or has changed the way it operates to fit the current climate

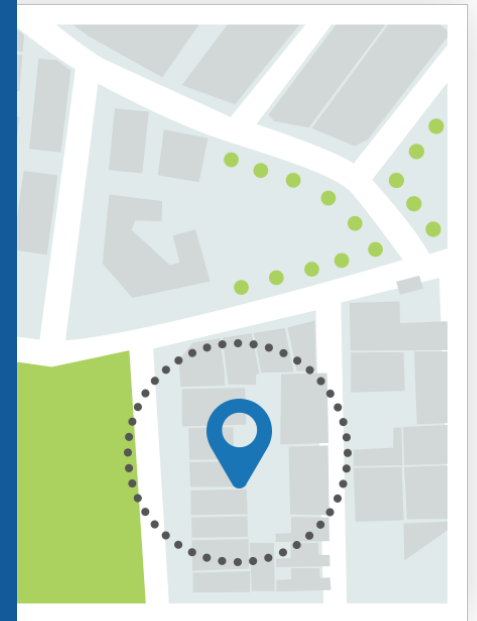
Geofencing with past locations: Target neighborhoods where people live with location-based ads reminding them that much-needed goods or services are just around the corner

Search engine marketing (SEM): Let consumers know while they are searching in their time of need that a business has altered its operation to meet customers' needs within current restrictions

Rethink How Geofencing Is Being Used

People are reducing time spent in public leading to a shift away from location-based advertising in many cases

- There will be lower geofencing impression availability in most areas
- Businesses have closed or altered hours of operation and foot traffic has significantly decreased
- Consider moving geofences to new areas, such as neighborhoods, as user behavior changes and public gathering reduces
- Try using geofencing with past locations to reach an audience that visited a location prior to current restrictions. Is the neighborhood hardware store still open and a better option than the big box store across town? Is the local pharmacy delivering prescriptions? Let consumers know about these situations by instituting geofencing with past locations



Industries That Sales Reps Should Target

The List of Advertisers Seems to Be Shrinking

Many of the “go-to” industries that a sales rep would normally tap into are feeling the pinch of the economic slowdown, including restaurants, events, travel, sports and fitness. When thinking about the current downturn in practical terms, the list of businesses to call on begins to dwindle and the situation may look grim.

However, when looking at things a bit closer, there are a select group of businesses-types that can be described as in-demand.

Industries to Target in Current Environment

Keep in mind that this list is simply a starting point as every community is as different as is every client list

- ✓ Grocery/Pharmacy
- ✓ Health/Medical
- ✓ Delivery Services (restaurants, meal services, etc.)
- ✓ Finance
- ✓ Gifts/Flowers
- ✓ Online Education
- ✓ Non-Profit/Charity
- ✓ Home Improvement





Where to Look for Additional Advertisers

Think about your daily routine and how it relates to people's needs and your advertisers' services

- Where are people going to find the essentials that have all but disappeared from their kitchens?
- What about the furnace that is making strange noises at exactly the wrong time?
- Where can people find more tools to educate or entertain their kids while schools and daycares are closed?
- How can people show their appreciation to family members and friends or celebrate hallmarks in the time of social distancing?

There are advertisers out there that are able to get goods in the hands of consumers or have adjusted business models to meet the evolving climate





We Are Here for You

Reach Out to Us

- ✓ Contact your Marketron client development manager for strategic advice
- ✓ There are many ways to accomplish the same goal – we are happy to craft new strategies if previous ones are no longer effective
- ✓ Consider that the goals of the client may have changed and may need a completely different strategy

The Marketron Team Is Here to Help You



Pre-launch Support

Email us at pitch@marketron.com

- ✓ Technical support
- ✓ Campaign strategy consultation
- ✓ Adjusting campaign goals
- ✓ One-on-one, customized training
- ✓ Sales help
- ✓ Industry case studies
- ✓ Analytics and reporting

The Marketron Team Is Here to Help You



Post-launch Support

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- ✓ Changing campaigns
- ✓ Landing pages
- ✓ Flighting
- ✓ Budget
- ✓ Cancelling
- ✓ Confirming what is running