

13 Strategy Recommendations Broadcasters Can Offer Advertisers During a Crisis



Marketron
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**COVID-19 Is Impacting
Advertisers in Every Industry**

The Landscape Is Changing Daily

The COVID-19 pandemic has dramatically altered daily life and sent shockwaves through the U.S. economy.

People are changing the way they shop, while businesses of all types are being forced to operate differently with the hopes of remaining open.

Now is the time for advertisers to get creative and adjust the way they reach people.



Opportunities Still Exist

There are opportunities across many industries for advertisers to be successful, but it may require pivoting their strategy.

The following information can help a sales team steer advertisers in the right direction and aid in running successful advertising campaigns despite the current challenges.

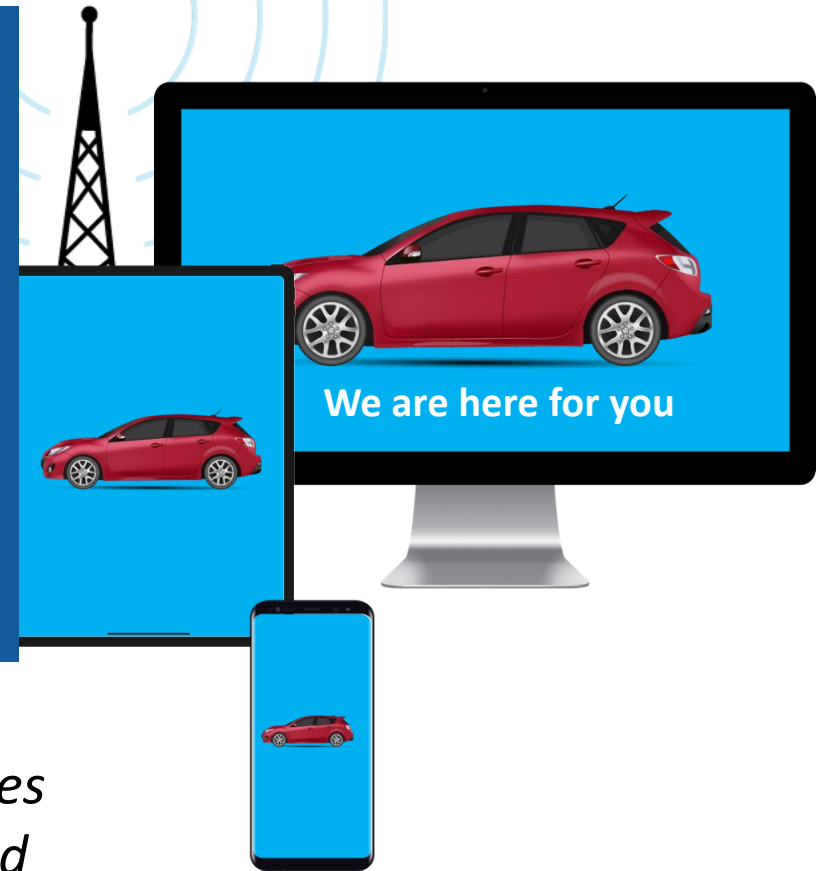


Can the Advertiser Sell to Consumers Right Now?

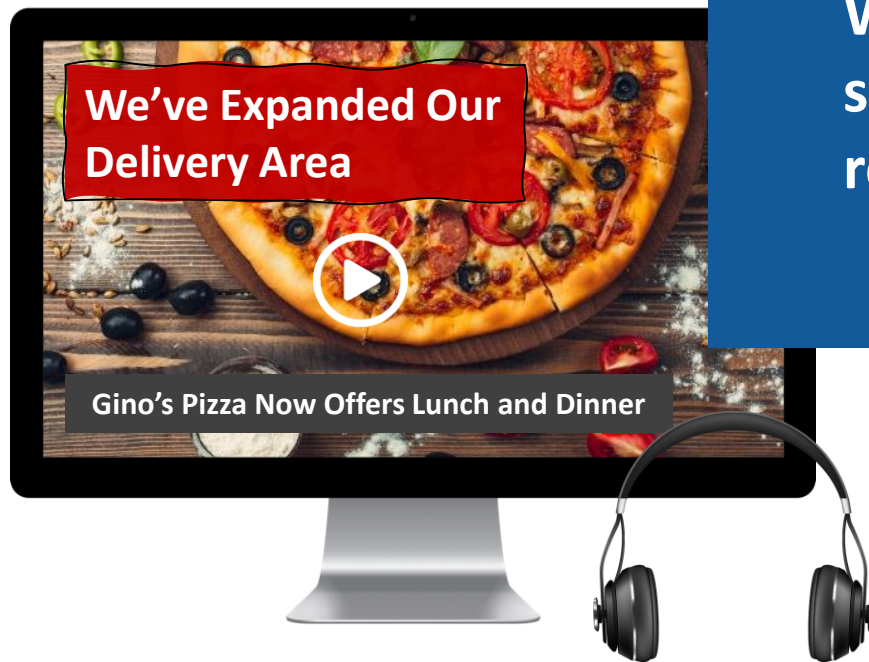
or

Does a Brand Awareness Campaign Make More Sense?

Use advertising to build brand awareness campaigns that reach people right now while they are at home consuming media. When things open back up again, they will be top of mind for consumers and more profitable early on.



Try visually reinforcing the brand so that those goods or services stick in the minds of consumers. Streaming numbers are up and over-the-top (OTT) advertising makes a lot of sense right now.



Work with advertisers who are able to make sales right now in the current environment to reach consumers in need of goods and services.

Show the consumer that the advertiser has adapted to the current climate and can deliver goods or services in new ways during this time of need.

Tips for Coaching Advertisers

Help clients position themselves as experts and helpful advisors in their fields, as people are being forced to do things themselves and solve the problems that they are used to calling on professionals to handle.



For example, a gardening store could run a campaign driving people to its website for tips on planting vegetables, thus helping them during a time when some are avoiding trips to grocery stores. Perhaps those same people will also make a purchase from the store's online shop and be more likely to go to their physical location when they feel comfortable to do so.

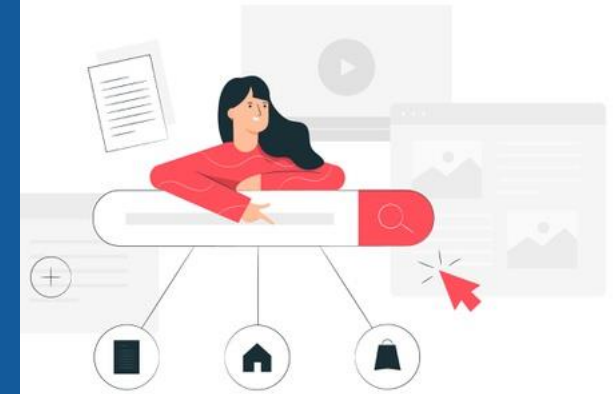




Encourage advertisers who are currently closed to help people plan for the future by offering deals that can be used when they do open back up.

Think of this as a second grand opening that incorporates a message of stability and entices consumers to buy in advance.

Build up an on-air and online presence now from a place of empathy and understanding and shift ad strategies so they are proactive.



Frame the business' presence to show that the advertiser is aware of the current environment while still encouraging customers to purchase products now.





Make sure consumers know a business has adapted to meet their needs. Be very specific about how a product or service is available and put it in the creative messaging, clearly calling out that information so people have it readily available.

Communicate important information, such as changing store hours, how to order items for pickup and delivery and what the business is doing to help limit the spread of the virus.

Utilizing video advertising
might be a sensible strategy
for clients who do not want to
pay the higher cost of OTT.

43% 

According to [Statista](#), 43% of people in the U.S. report that they are consuming more in-home media due to COVID-19.





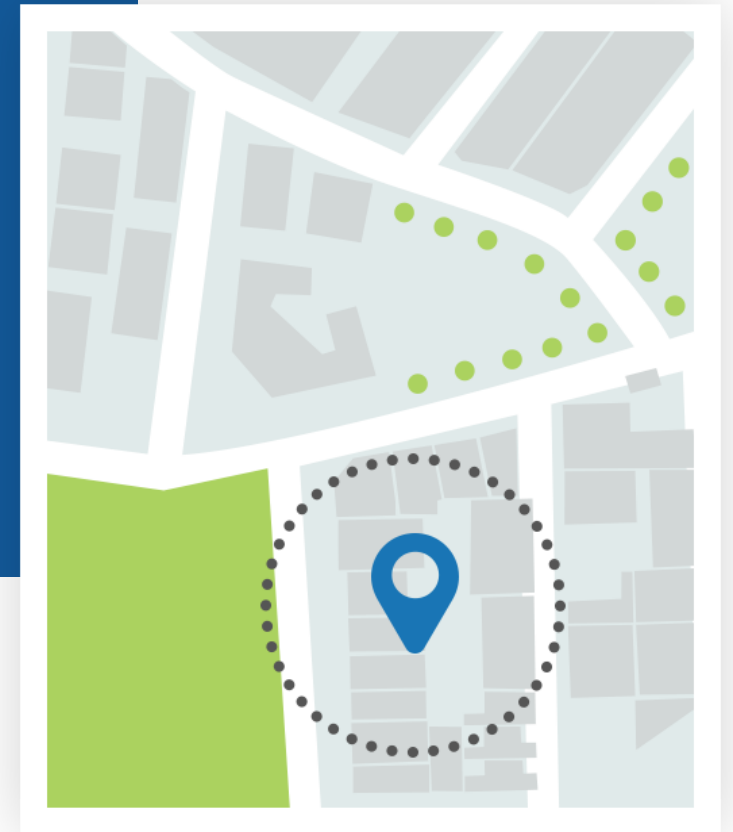
Now is a great time to utilize search engine marketing (SEM) as advertisers can promote how they are able to get goods or services into the hands of consumers as people search for items that are essential to daily living.

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.

How to Adapt Using Location-based Advertising

Consider moving geofences to new areas, such as neighborhoods, as user behavior has changed and public gathering is highly reduced in most areas. Now, more than ever, advertisers know exactly where people are spending most of their time. Regardless of lifestyle, customers are in their homes.

According to the advertising strategy group [GroundTruth](#), during Q1 2020, the average weekly time spent in apps and games on Android phones grew 10% in the U.S. over Q1 2019.





Try using geofencing with past locations, also known as geocookie, to reach an audience that visited a specific place prior to current restrictions being handed down.

Example of past locations at work – The bank in town is not meeting with customers right now, but soon they will be able to sit down to discuss that loan in person. Recommend to them that they advertise their loan services to people who have previously visited their branch.

Lure customers away from competitors by targeting their place of business using past locations and offering exclusive deals. This can be especially effective if the competition has slowed its ad presence or does not have a strong purchasing option right now.

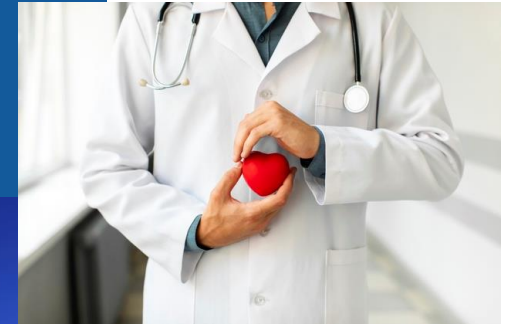


Is the local pharmacy delivering prescriptions while the big box store is not? Let consumers know about offerings like this by instituting geofencing with past locations.

Recommendations Based on Conversations With Sales Teams

When considering which industries are the best to call on for advertising, think about your daily needs and how those relate to a broader spectrum of consumers, comparing it to your clients' services.

Home improvement, health care and online education/classes are just a few of the industries that have seen a recent bump in demand. Compile a list of ad types that can connect people online with advertisers in industries like these during their time of need.





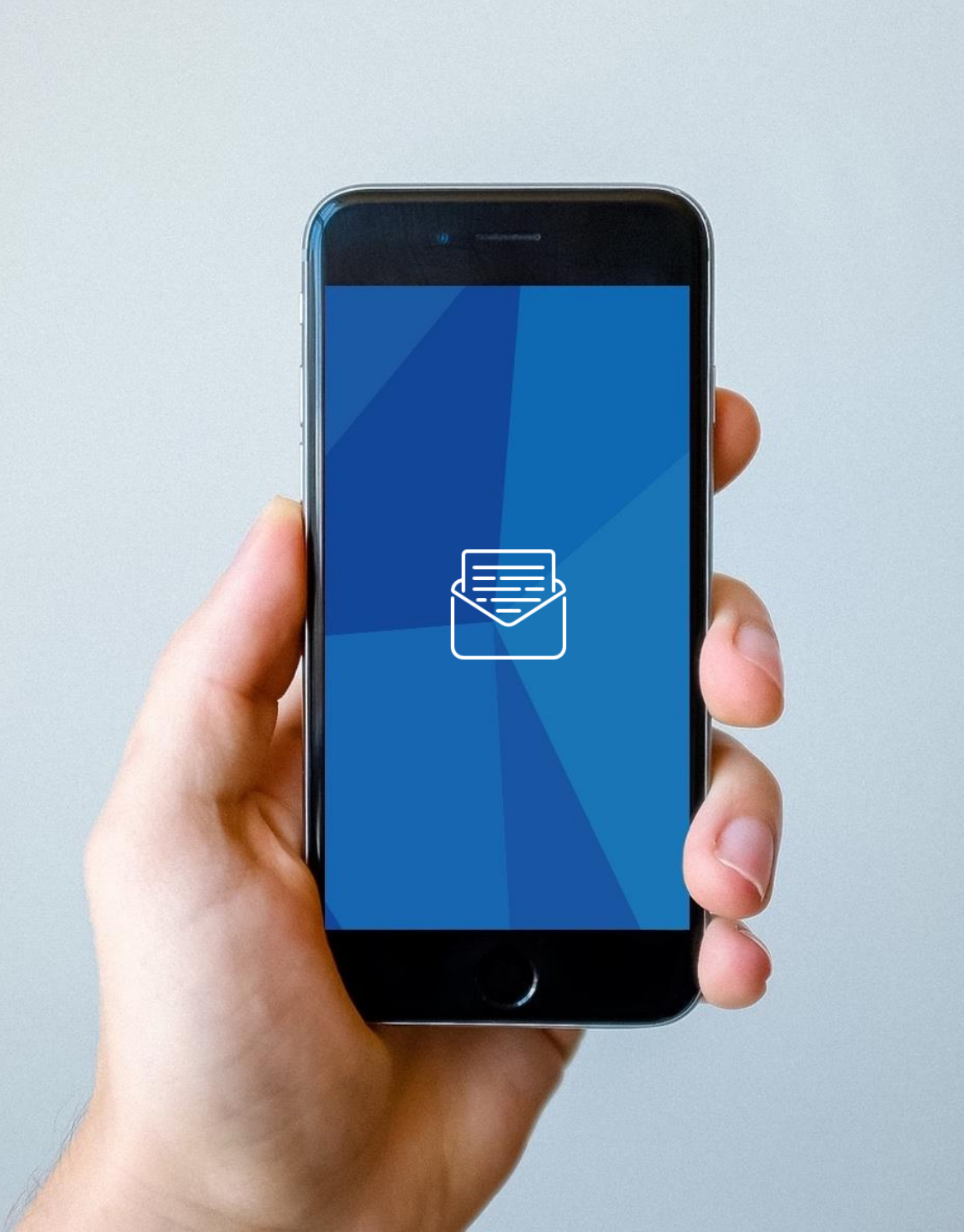
The Department of Homeland Security has issued guidance on workers who are essential to infrastructure. While it is up to cities and states to decide how they choose to regulate which businesses can be open, the list is a starting point to know what businesses are likely to be operating in your area, and therefore would be good to call on right now. They include:

- Supermarkets and grocery stores
- Big-box stores
- Pharmacies
- Convenience stores and discount stores
- Garbage collection
- Health care operations
- Daycare centers
- Hardware stores
- Gas stations and auto-repair shops
- Banks
- Post offices and shipping businesses
- Veterinary clinics and pet stores
- Farmers' markets and food banks
- Businesses that provide necessities to shelters and economically disadvantaged people
- Educational institutions, for the purposes of facilitating distance learning
- Agriculture and food processing
- Warehousing, storage and distribution
- Transportation, including airlines, taxis, rideshare programs and vehicle rentals
- Businesses that allow essential businesses to operate



Consider offering reduced rates when possible without digging too far into your margins, but also consider asking for something in return. For example, think about offering a discount in exchange for a long-term commitment on a campaign.

There could also be opportunities to get in on business that you have not traditionally won. Example – “Right now, I can offer your usual product choice, plus the opportunity to try an ad tactic you have never purchased from me before, bundled together for a reduced price.”



**If you have any questions,
please reach out to**

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