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The Digital Remedy

THE COVID COMMUNICATIONS PLAYBOOK

How COVID-19 will push digital marketing forward

Presented by

MEDIA FRENZY™ GLOBAL

COVID-19 HAS AFFECTED LIFE ON A GLOBAL SCALE.

We're "social distancing," working from home, and meeting virtually. With people stuck inside, we've also seen an explosion in the time they're spending online.

So, how does this affect digital marketing?
And what will it mean moving forward?

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THE **MARKET LIVES ON** SCREENS

Every product and selling proposition is cast through the lens of an all-access digital pass to the world. And people prefer it that way.

That is the least disorienting part of this period.

We're doing more of what we did.

LEADING INDICATOR

Even traditionally in-person services – like healthcare – are **quickly going virtual** and experts say this isn't likely to change.

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SOCIAL MEDIA MARKETING WILL **BECOME MORE SOCIAL**

Wisdom is getting crowd-sourced.

The use of social media has spiked with Facebook alone seeing a 37% increase in traffic according to Techcrunch.

This is an avid audience in larger numbers than we've ever seen before.

More than ever, people like to be with people.

LEADING INDICATOR

Social media ads will account for **25% of the average digital marketing budget** in 2020 according to Business2Community.com.

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CONTENT MARKETING WILL BECOME A MUST-HAVE

People are looking for expertise and fresh perspective anywhere they can find it.

Businesses that feed this need will also become the go-to for purchasing.

LEADING INDICATOR

Influencer marketing agency Obviously, reports a **33% increase in the number of brands looking to work with content creators.**

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EMAIL MARKETING WILL MEAN MORE THAN BEFORE

The companies learning how to communicate with empathy and respect now will crush it when commercial communications return to something like normal.

+ LEADING INDICATOR

Smart Insights reports an average **30x ROI on email marketing**, even before the pandemic.

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IN-PERSON **EVENTS WILL GO VIRTUAL**

That in-person event you planned?

No need to cancel it – just move it online.

This trend has taken off. The ease of planning and lowered costs of virtual events are impossible to ignore.

LEADING INDICATOR

Tech giant, **Microsoft has shifted its biggest event of the year** – the Developer Conference – to an online event.

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MOBILE MARKETING **WILL GET NEW LEGS**

People are being reminded how nice it is to have other conversations around the dinner table in a restaurant.

They are remembering that people-watching is a companion to window-shopping.

Marketers will need to re-learn how to reach audiences when they're out and about.

LEADING INDICATOR

The Mobile Marketing market was valued at USD 66.42 billion in 2019 and is **expected to reach USD 253.4 billion** by 2025 per Mordor Intelligence.

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COVID-19 HAS BECOME A TEACHABLE MOMENT FOR EVERYONE IN THE WORLD.

Just when we thought we were digital whizzes, we discovered how much more there is to learn.

Business can learn from it too.
And return to growing.

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