pivot

5 Tips for COVID-19 Digital Marketing

The digital landscape is vast and continues to grow in popularity. Not only is digital marketing extremely customizable and inexpensive, it's also highly targetable and can provide in-depth data on effectiveness. This is particularly beneficial in our current COVID-19 environment, as messages can be pushed to specific audience segments, both large and small. As more marketers launch digital marketing tactics as part of their campaign mix, we have outlined a few tips and tricks to help you remain effective with your digital marketing in this COVID-19 environment.

Use different forms of digital to reach your audience.

According to a recent survey by Nielsen, when people are residing at home, it can lead to a **60% increase in digital content consumption**. Similarly, The Global Web Index completed a Coronavirus reach study in March 2020 and found that in 13 markets, **45%** of people are spending more time on messaging services and social media. Data from Calix's Marketing Cloud found that streaming and gaming are up **40%**. Additionally, YouTube views are up by **21%,** and the use of internet-related keywords have shown a marked increase on search platforms like Google and Bing.

This means marketers have a huge opportunity to reach audiences across the digital landscape, particularly while paid advertising rates are down (which is likely due to cost-saving measures spurred by COVID-19). We encourage digital tactics such as Google Search, Display and Remarketing campaigns, paid and organic social media campaigns, email, and streaming media, among others.

However, communication during this time should not be intensely focused on sales; rather, messaging should focus on brand awareness, community, ways people can be productive, or ways people can temporarily escape from reality. For example, tips from working or learning from home, binge-worthy shows, movie suggestions, tech tips to improving a broadband experience from home, and community hot spots are all great examples. It's also a great chance to communicate any plans or processes around a reopening post-COVID-19. That said, be
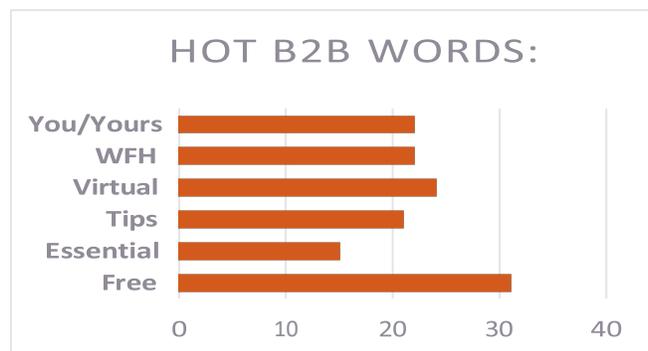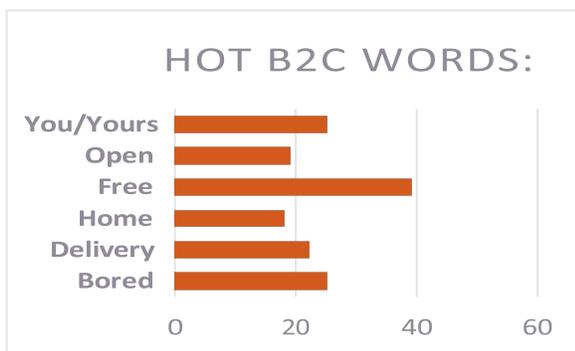
careful not to schedule posts too far in advance, as the COVID-19 environment is rapidly changing, and adjustments to messaging may need to be made.

Don't forget about email marketing.

Research from [World Data](#) found that in this COVID-19 environment, email activity is up **27%** overall, while B2B open rates are up **7%** and B2C open rates are up by **11%**. This is great news for marketers, especially considering that email marketing has an **ROI of 3,800%**.

When it comes to email marketing, don't forget to examine the tone, relevancy, and usefulness of messages. People aren't looking for more stress or clutter during this time; rather, they're looking for ways to make their lives more productive and more enjoyable. Emails should be concise and provide value to the recipient.

We recommend selecting subject line keywords carefully, as these encourage people to open an email or pass it over. **B2C words that are currently driving an increase in open rates are:** free, bored, delivery, home, open, shipping, WFH, yes, and you/your**. Similarly, hot B2B words include:** essential, free, home, insight, online, tips, virtual, WFH, and you/your. **Subject line words to** <u>avoid</u> **include:** urgent, hurry, critical, serious, alert, and rush.

HOT B2C WORDS:

Word	Value
You/Yours	~25
Open	~19
Free	~39
Home	~18
Delivery	~22
Bored	~25

(x-axis: 0, 20, 40, 60)

HOT B2B WORDS:

Word	Value
You/Yours	~22
WFH	~22
Virtual	~24
Tips	~21
Essential	~15
Free	~31

(x-axis: 0, 10, 20, 30, 40)

Stay relatable and relevant.

Now more than ever, people are craving connection. That's why communication should be empathetic, compassionate, humorous but not insensitive, and it should encourage community. If you're unsure what to say or how to say it, check out Pivot's free COVID-19 resource page—it's filled with suggested messages, graphics, webinars, links, and more.

askpivot.com/COVID-19

Avoid seeming insensitive in communication.

COVID-19 shouldn't be a chance to capitalize off of people's fears. Avoid using words such as "COVID, Corona, virus, pandemic, sanitizer, or masks" in promotional messaging and never appear to be an alarmist. There are many ways to communicate messages during this time without focusing on the bottom line, which will create a negative brand impression. Check out Pivot's COVID-19 resource page for copy examples that are ready for immediate download and use (*although, we recommend adjusting text slightly to better fit your brand voice and situation*).

Get creative!

With so many people online right now, you have the ability to make a strong digital impact. Therefore, it's more important than ever to be creative with messaging and imagery, especially while there's so much noise in the marketplace from other brands. We love what some brands are doing to flex their creativity, especially this series from Jeep about it being time to explore the great indoors.

Here are some other great examples:

It's also a great time to evaluate and be impactful about other digital experiences your customers are having with you. Just because they can't visit your physical location, doesn't mean they're not still engaging with your website, your social media feeds, your microsites, and so on. Use this time to focus on these digital outlets to assure a consistent exceptional customer experience is felt from one to the next.

Finally, it may be a fun opportunity to drive additional digital experiences as well, such as holding virtual Business After Hours, digital Lunch and Learns, virtual happy hours with your customers, and more. We love these examples of how Reebok and Chipotle are engaging with their fans during this time.
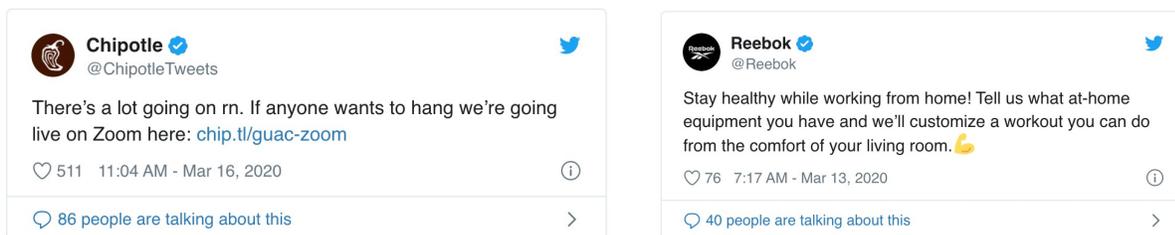
Navigating our way through COVID-19 can feel overwhelming, but we hope these tips and tricks will help you be an effective marketer and community member during this time. If you need help or have questions, we're here for you! Simply email digitalmarketing@askpivot.com and we'll be in touch!