



How social media and marketing technology help during coronavirus and its aftermath

The crisis that some brands managed to turn into profit



INTRODUCTION



Some of the most impacted markets

TRAVEL

RETAIL

OFFLINE SERVICES

FASHION

HYGIENE

AUTOMOTIVE

E-COMMERCE

ONLINE SERVICES

DATING INDUSTRY

REAL MONEY GAMBLING

Some of the most impacted markets ... in detail

TRAVEL

Obvious zero demand
Up to 50 million jobs put at risk due to covid-19
Marketing with focus on crisis marketing and branding

RETAIL

Decrease in offline shopping (many people still shop offline)
Permanent shift in shopping habits is expected

OFFLINE SERVICES

Government restrictions
Shift in consumer habits
Many business are expected to go bankrupt due to inability to adapt

FASHION

Restrictions
Limited stocking capabilities

HYGIENE

Increased demand
Supply chain problems

ONLINE SERVICES

Highly depending on business area and industry

AUTOMOTIVE

Seriously affected supply chains
Tight inventories expected to persist

E-COMMERCE

Companies investing in marketing 2x more
Focus on omni-channel
Investments in analytics (esp. predictive)

DATING INDUSTRY

REAL MONEY GAMBLING

How to adapt social media marketing

TRAVEL

Focus on cost-efficiency & profitability of online ads

Avoid inappropriate crisis marketing

Help others!

RETAIL

Digitalise your customers' journey as much as possible

Focus on long-term building of relationships with your customers

FASHION

Build love brand and focus on stocking unavailable items

E-COMMERCE

Ensure data-driven analytics contribute to decision making and planning

Optimise item promotion based on profitability, stocking and availability in the market

Focus on long-term

HYGIENE

Focus on cost-efficiency

Focus on stocking

OFFLINE SERVICES

Look for alternative ways of reaching your customers

Keep in touch with customers

If possible, seek ways to commit customers to future purchase (e.g. lead ads)

ONLINE SERVICES

Let's get in touch and discuss further

AUTOMOTIVE

Generating leads for future purchase

Focus on cost-efficiency

Focus on brand building

DATING INDUSTRY

REAL MONEY GAMBLING

How social media can help during recovery and aftermath



ordered by importance



Anketa

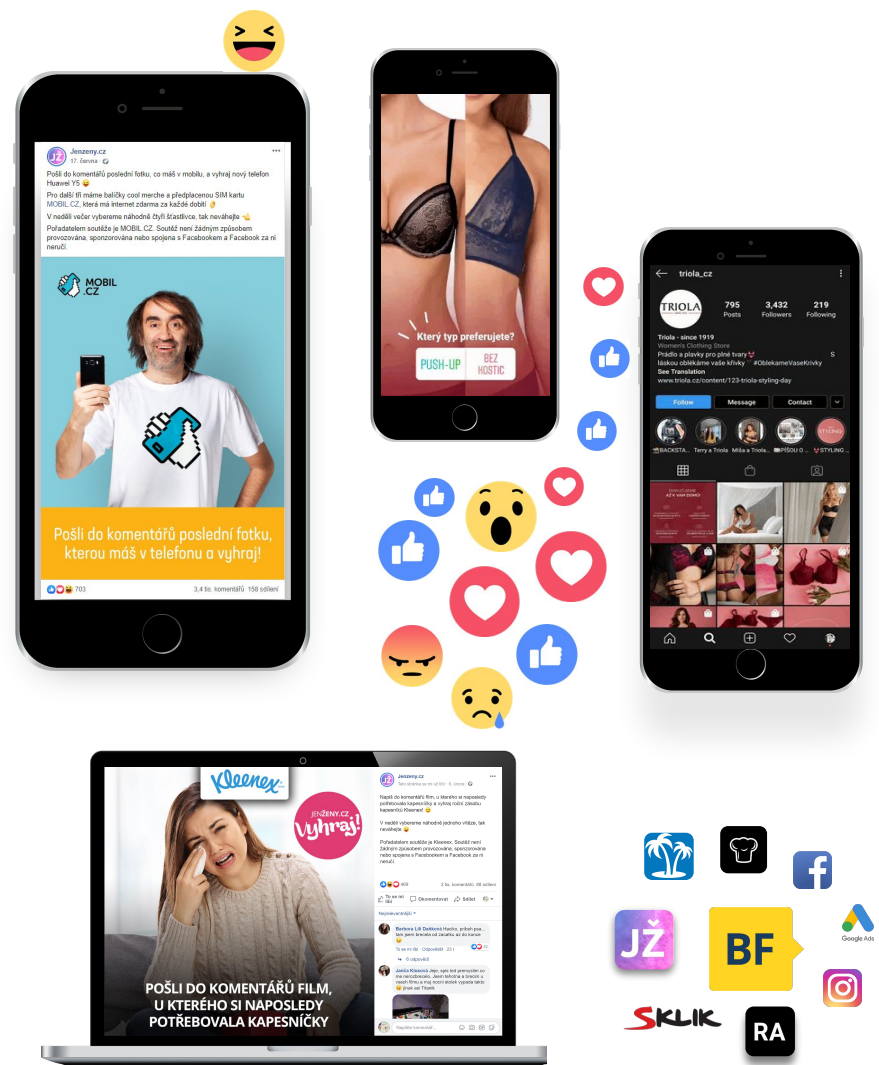
Interaction with customers

Community management

- Different from social media management
 - [Community management tips](#)
 - E.g. [Instagram live streams](#) and [interactive stickers](#)
 - External communities (e.g. [JenŽeny](#), [RychlýAuta](#))

Online advertising

- It is now a good time to invest in online advertising as the impressions costs are now twice as low due to high traffic
 - Guides: [Facebook ads](#), [Instagram ads](#), [Google Ads](#)



Understanding your customers

Consumer research

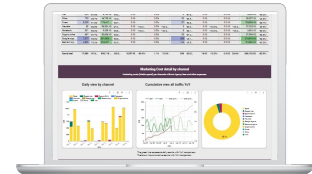
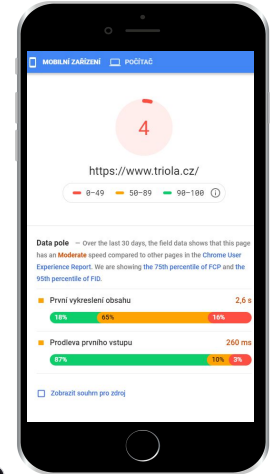
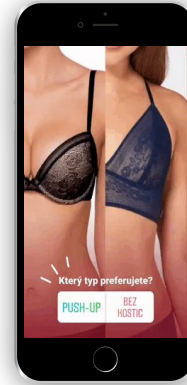
- Learn from your audience ([Poll ads](#), [brand lift study](#))
- Finding respondents for your research may not be that hard and slow after all, especially nowadays ([guidelines](#))

Data-driven approach

- Rather than making educated guesses, base your decisions on what data and your campaign results show
- Becoming data-driven doesn't need to be complicated ([5 steps](#))

Marketing Intelligence system

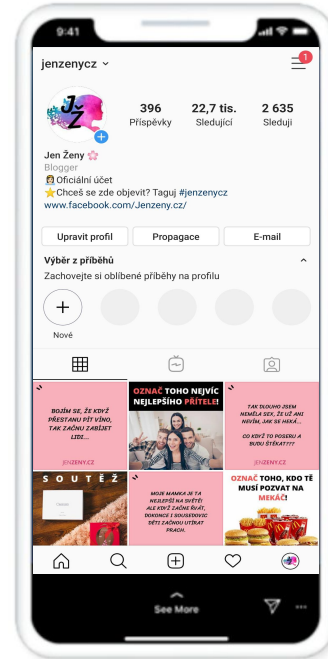
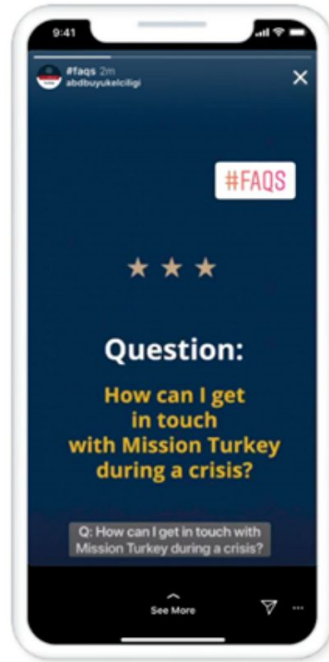
- Technologies (e.g. machine learning) which can give you overview over your online marketing across channels, its profitability and forecasts for [up to 3 months in the future](#).



Staying relevant

LIVING IN THE MOMENT

- New features
 - [Instagram news](#)
- New apps
 - [New Hobbi app by Facebook](#)
- New limitations
 - [Facebook limitations in coronavirus-related ads](#)
- New initiatives
 - [Grant for small businesses](#)
 - [Tips by Google](#)



MODERNISING FOR FUTURE

- Tools for automatized content creation and campaign management at scale ([more](#))
- Entering the digitally-driven and predictive analytics era ([more](#))
- Focus not only on performance but also brand building ([more](#))



THANK YOU

[Our portfolio](#)

[Contact us](#)

[Our success stories](#)

Do you have any questions?
Would you like to share your insight from your experience?