



The Marketer's Guide to Navigating COVID-19

Edition 1: Your Critical First Steps

by ovativegroup

March 18, 2020

To my fellow marketers:

We are in uncertain times. COVID-19 is having a dramatic impact on our markets, our healthcare system, and our way of life. While there are critical social and economic issues at stake, for those individuals responsible for managing marketing programs, quickly adjusting priorities, investments, messaging and measurement plans will be key to weathering the storm.

Ovative is committed to help. Over the next few weeks, as this situation continues to develop, our team will share updated trends and insights about how COVID-19 is impacting consumer shopping behavior, store and ecommerce performance, and our recommendations for what marketers should do about it.

To start, we have summarized the trends we are witnessing across our client portfolio and captured the critical first steps that marketers should take to combat the effect of COVID-19 on marketing investments. We hope the marketing community at large benefits from these insights. It is the least we can do.



Dale Nitschke

Dale Nitschke

CEO and Founder of Ovative Group

Critical First Steps to Combat COVID-19

5 Trends We're Seeing and What Marketers Should Do About It

We summarized the trends we are seeing across our client portfolio and captured the critical first steps marketers should take to combat the effect of COVID-19 on marketing investments.

WHAT WE'RE SEEING	WHAT TO DO ABOUT IT
1 Store traffic is rapidly declining	<ul style="list-style-type: none"><input type="checkbox"/> Pull back investments on store-focused spend such as display ads and local inventory ads<input type="checkbox"/> Shift investments into channels with a history of strong ecommerce performance<ul style="list-style-type: none">+ Lean into targetable channels, such as paid social and display retention campaigns, that are valuable to drive promo awareness among loyal shoppers+ Shopping ads are strong ecommerce influencers. Where possible, shift budget from non-brand search to product listing ads+ Use key affiliate publishers to promote offers and increase conversion rate at the POS<input type="checkbox"/> Revisit creative and update store-focused messaging
2 New products and search terms are starting to trend	<ul style="list-style-type: none"><input type="checkbox"/> Compare your top products and search terms to the same time last month<input type="checkbox"/> Watch your search queries and do not broad match<input type="checkbox"/> Decrease bids on store-related queries<input type="checkbox"/> If you see new products or terms driving strong volume, breakout separate ad groups and product targets to better optimize<input type="checkbox"/> Edit promo messaging and ad copy to highlight product categories that suit your customers' immediate needs

WHAT WE'RE SEEING	WHAT TO DO ABOUT IT
<p>3 Brand messaging is shifting in response to changing consumer sentiment</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Figure out how your brand message can authentically address today's consumer demand and sentiment - e.g. offer or expand your free shipping policy to encourage continued shopping with your brand <input type="checkbox"/> Be flexible to change as your customer is changing by the day/hour/minute <input type="checkbox"/> Adjust ad messaging to support these updated brand goals <input type="checkbox"/> Leverage targeting abilities in channels like Paid Social to push promotional messaging to known loyalty audiences
<p>4 Markets are not performing as they normally would and are being impacted differently</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Analyze geo-based performance and adjust bid modifiers based on recent data <input type="checkbox"/> Suspend geo-split testing <input type="checkbox"/> Suspend store-specific initiatives, whether they are intended to drive store traffic or measure the efficacy of store-driving media
<p>5 Volume is shifting to tablet and mobile as people stay home</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Watch your device mix and optimize to device types that best support ecommerce performance

About Ovative Group

Ovative Group is a Minneapolis-based, independent media and measurement firm. We bring together the best of strategy, measurement, and media to enable an enterprise approach to marketing that increases our clients' profitable revenue, strengthens their customer base and creates a sustainable competitive advantage. To learn more, visit www.ovative.com.