



The Marketer's Guide to Navigating COVID-19

**Edition 2: 3 Questions Marketing Leaders
Should Be Asking**

by **ovative**group

March 26, 2020

To my fellow marketers:

As the COVID-19 situation continues to develop, I find myself feeling more grateful than ever for our team, our clients, and our partners for supporting each other through these unprecedented times. I hope you are finding similar bright moments in your new routine.

In the next edition of our guide to navigating COVID-19, we are highlighting the topics and discussions we are having with our clients this week. We are finding that succeeding in today's environment requires accurate data, creativity, and a nimble and agile approach to marketing and media decision making.

We are committed to keep you updated on this ever-evolving situation. Over the coming weeks, we will continue to share our insights and recommendations based on what we are experiencing with our clients.



Dale Nitschke

Dale Nitschke

CEO and Founder of Ovative Group

What Should Leaders Be Thinking About

Week of March 23, 2020

What You Should Be Thinking About

We summarized the actions and questions that marketing leaders should be asking themselves right now. These are based on conversations we are having with our own clients in light of this week's macroeconomic developments and performance trends.

1. BUDGET PLANNING

What to do:

- Communicate ROAS targets by channel. If you're able, try to understand the broader [enterprise impact](#) of return by channel.
- Ask yourself if there is any headroom to manage to a 1:1 ROAS or [EMR](#).
- Develop multiple budget reduction scenarios.

2. INVENTORY POSITION

What to do:

- Understand if your fulfillment centers are at risk of being closed as states adopt shelter-in-place policies. Some states treat fulfillment centers as essential businesses, keeping them open despite shelter-in mandates, while other states are not.
- Understand what inventory levels you are committed to (and what you can back out of) and incorporate these goals into your media plan.

3. PROMOTIONAL DISCOUNTING

What to do:

- Align on your promotional and discount strategy in today's environment. For some of our clients, a deep discount (60%+ off) is a question of when, not if. We are seeing positive momentum with deep discounting to capture sales while consumers are still shopping.
- Consider flash sales to drive urgency and control risk.

[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.