

Valuable information you need to know to fine tune marketing and selling in the Covid-19 pandemic.

Oct 26, 2020 | [Analytics](#), [Communication channels](#), [Copy content](#), [Customer-centric strategy](#), [Data](#), [Direct marketing](#), [Personalize data marketing](#) | [0 comments](#)



Are you looking for more business? Or better business? Or a new prospect list?

You are not alone. The Covid-19 pandemic has turned our business marketing and selling world upside down.

Maintaining your team's enthusiasm to get people to buy your product and/or your service in our present pandemic is mind boggling. Try this! Do that! That never works! And the beat goes on.

It's always been a challenge to create consistently exceptional attractions. But now, it is an overwhelming challenge to earn the attention of potential prospects. The playing field of marketing and sales has transformed.

One such solution is finding a group of marketing sleuths in your organization. Look for people with a variety of ability, such as having a keen sense of solving problems, people in your marketplace looking for change and even good thinking customers. The result is mixing all suggestions and ideas in a marketing blender and spilling it all on a table for you and your team to sort out.

You need to arrive at ideas which are the right marketing content and communication channels that can reach your contacts and tempt them in ways with an interesting mix of opinions and insight in today's economy as transformed by the pandemic within your industry.

So much of the knowledge and thought leadership from the people on your list that works them may also work for your company. You need to stop thinking that the pandemic will somehow disappear, and everything returns to normal. So many of the normal ways of attracting customers are no longer useful. Business's small and large, are laying people off every day. For example, when was the last trade show you visited?

Comment and offer at the end of this post.

Delegate a technical customer manager.

This role is for someone that sees the value of the science of data analytics and the art of marketing. Then, make it in the employee's job description and might include incentive pay.

Goals could be copywriting, using printed materials, landing pages, personalization, digital, and whatever is collected from prospects and customer segments. Without a single 'owner' to take responsibility for marketing, sales activity and response of testing, the investigation is not thorough, and the results are inconsistent.

If you are a company who believes in and uses some concepts of a customer-centric marketing strategy, you probably have an advantage with communication channels choice. Conversely, if you are not a fan, you need to start.

Just the other day I saw these two headlines.

- **Walgreens Marketing Moves into Mass *Personalization***
- **Mercedes-Benz marketing boss: Our customized agency is making us *more human-centric***

Customer-centric marketing, or whatever you may call it, is a known marketing strategy that works.

Experiment with a little bit of this and just a touch of that.

Think of customer-centric marketing as a consistent delivery of value to each customer. Your company marketing and sales must be centered on listening to what your customers want and have a particular opinion, belief or ideas using more ways for building business relationships with personalization.

Our second strategy, data driven marketing, is more about personalization. It assumes that you know something about the contacts to whom you are mailing, emailing, or sending to a landing page and so forth. It's an effective way to keep customers spending their money on your products and services by understanding their needs.

Number three, a digital marketing strategy, design solutions for your business to attract and keep customers, get end-to-end visibility into all marketing and selling campaigns, from impression to revenue. You need a customer-focused mentality (personalization) to see and understand why your customers buy or not buy.

Digital marketing is a good marketer's choice for the near future.

Direct mail, websites, email, advertisements, even content marketing are a few of the communication channels you may use today. They each have their pros and cons. But this is a challenging time with so many unknowns.

At this point in time, what works? Marketing and sales? Are the salespeople getting appointments? Are they still making sales? These questions need answers. Staying on the same course may work for now, but for how long?

Depending on your answers, your new technical customer manager will have her or his back to the wall, to have answers you need to compete in the pandemic marketplace. Ease in other company contributors with their specialties in the wheelhouse. Challenging times can uncover thought provider ideas or insights that may enhance marketing and sales success.

Summary

The only known that I am sure of is not to do nothing. I recently read an article on the CDC website that this pandemic may last through 2021.

Your advantage is what you decide on doing now, going hard after new and present business, will keep working for your company in the new world you are facing when a vaccine is available for controlling and ending the pandemic.

Could you comment on how your company has changed the way they are marketing in the pandemic.?

Conversely, if your company is facing tough times in marketing and sales, send me a note or comment about your situation and I'll be happy to share some suggestions.

Everyone who responds will become a subscriber to our Direct2Customers community.

Thanks for reading and please share with others—except for your competition! I genuinely appreciated your time.

Learning and doing, marketing, and selling ideas, is what you'll find at your Direct2Customers community.

It's what we do. It's what we love to do.

Thanks again for reading. Questions? Mdoc@direct2customers.com or 800-251-3608

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imagination, attracting people and into customers.

The variety of ways to get a customer in a growing business is an unknown number. If you were looking at a map of planet earth, the customer attraction tactic may be to send a message to everyone on the planet. Is there an app for that?

A ridiculous example? Absolutely. But honestly, it feels like that right? The one missing link in a small business marketing is the lack of **creativity** throughout the marketing strategy planning, copywriting, advertising, and sales. Look at our creativity featured image. There is graphic design, branding, and print design. Print design for this post means whatever the advertising and communication channel is used to deliver your message.

The light going on in the person's brain opens the thinking about the next copy effort. Scattered around are some tools required to use for building the strategy and marketing message.



For example, creating the copy for the campaign. When you start copywriting for the next customer message, but before sharing with your team, consider *weaving* creativity–

1. Your copywriting must grab the attention of the readers.
2. The copy must focus on them and not your company.
3. Differentiate your product or service from your competition.
4. Tailor your copy to relevant niche customer segments or profiles.
5. Use as many of your customer's favorite communication channels as possible.
6. Tell them why they should buy from you and no one else.

This is about as quick and concise to mix creativity using direct marketing copywriting. But without creativity in your organization, you are lacking a critical tool which can keep your marketing stale.

Your company will not stay the same forever, and that goes for your creativity.

Usually, an excellent product and service will help your company grow. As that happens, some of the one-to-one personal dialogue becomes harder to maintain. Further, customers are developing, the market is ever changing and there is more competition, direct and even

indirect, that you face daily. Match your products to the wants and needs of as many customers and prospects as possible. Looking at this bigger picture can help develop more creativity.

Salespeople need to keep their focus on customer needs and be creative.

The knowledgeable salesperson can start a conversation with a customer where they left off the last time they talked. When customer comments are segmented in a marketing database, reviewing the comments can make a marketing message more relevant to both parties. Your time is worthwhile, and a good salesperson uses it as a leg up on the competition. That was truly a branding moment at its finest.

Writing good proposals is an example of knowledgeable data users for sales. No matter how hard you try to piece together good copywriting, if your data is bad, then your copywriting is difficult to write.

If your data is good, the writing will get to the point quickly. Your aim is to get the reader's attention and attract the reader's interest quickly. Three to five seconds is a reliable model. The copy does not need to sell but to generate immediate interest, such as sending the reader to a website landing page. Another awesome creative moment.

Digital marketing.

In the age of digital marketing via numerous communication channels, people do not hesitate to move on to something else quickly. Even the fastest and most motivated readers cannot read everything they wish. When you are direct, and your readers know your point immediately, they are more willing to connect with you and eventually make a purchase.

As with all the direct marketing strategies, customer-centric, direct mail, data driven, and digital marketing, they work harder together when built with creativity. If you are into digital, try writing copy designed for mail, direct response, or direct marketing. This copy not only focuses on direct-2-customer creativity, but uses customer segmentation, prospect and customer profiling and relevant copywriting, leading to a potential purchase.

Summary.

Direct marketing plus creativity provides more ways to get customers to buy – such as:

1. Create a picture of your customers' buying patterns.
2. Create customized offers for your marketing channels such as direct mail, email, salespeople, advertisements, digital channels, or social media.

3. Create an increasing number of marketing responses, leading to better relationships and, eventually, more revenue.
4. Learning what is relevant for each data segment.
5. Add and correct customer information into your marketing database.

The backbone of direct marketing copy is simple – reach your customers in a timely manner with relevant communication, a strong offer and a product that exceeds your customer satisfaction.

Thanks for reading and please share with others—except for your competition! I truly appreciated your time.

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