

Preparing Your Company for Success in 2020

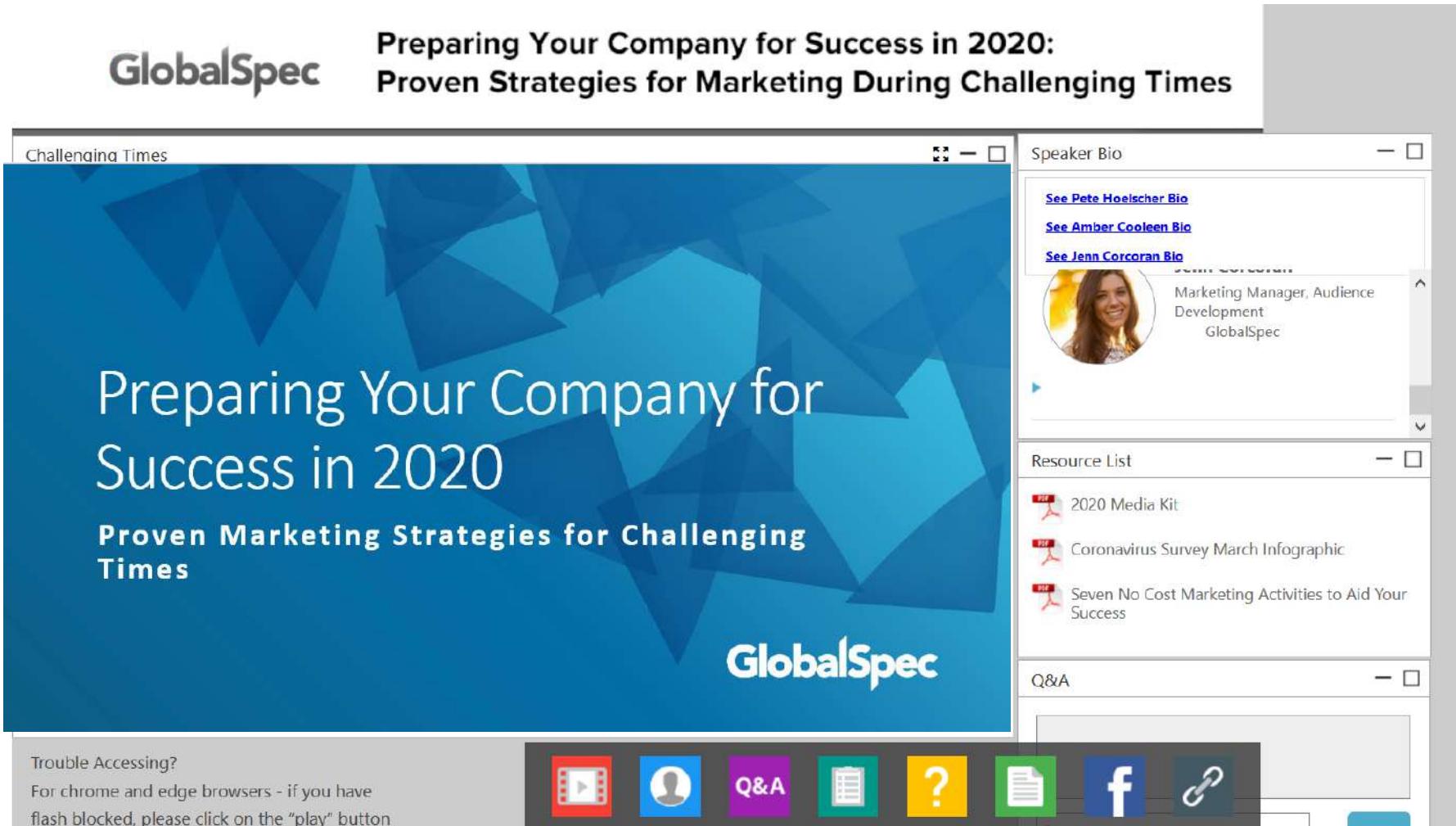
**Proven Marketing Strategies for Challenging
Times**

GlobalSpec

Agenda

- **Webinar Housekeeping**
- **Research: The State of Industrial Marketing Today**
- **What This Means to Industrial Marketers**
- **Proven Strategies for Marketing During Challenging Times**
- **5 Actions You Can Take Today to Make a Marketing Impact**

Webinar Console



The screenshot shows the GlobalSpec Webinar Console interface. The main title is "Preparing Your Company for Success in 2020: Proven Strategies for Marketing During Challenging Times". The sub-headline is "Preparing Your Company for Success in 2020" and "Proven Marketing Strategies for Challenging Times". The GlobalSpec logo is at the bottom right. A sidebar on the right contains sections for "Speaker Bio" (with bios for Pete Hoelscher, Amber Cooleen, and Jenn Corcoran, and a photo of a woman), "Resource List" (with links to "2020 Media Kit", "Coronavirus Survey March Infographic", and "Seven No Cost Marketing Activities to Aid Your Success"), and "Q&A". A navigation bar at the bottom includes icons for video, audio, Q&A, notes, help, documents, Facebook, and a link. A "Trouble Accessing?" link is at the bottom left.

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Preparing Your Company for Success in 2020:
Proven Strategies for Marketing During Challenging Times

Preparing Your Company for Success in 2020

Proven Marketing Strategies for Challenging Times

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Trouble Accessing?
For chrome and edge browsers - if you have flash blocked, please click on the "play" button

Speaker Bio

See Pete Hoelscher Bio
See Amber Cooleen Bio
See Jenn Corcoran Bio

Marketing Manager, Audience Development
GlobalSpec

Resource List

2020 Media Kit
Coronavirus Survey March Infographic
Seven No Cost Marketing Activities to Aid Your Success

Q&A

Video Audio Q&A Notes Help Documents Facebook Link

Today's Speakers



Pete Hoelscher
CEO



Amber Cooleen
Sr. Director, Marketing



Jenn Corcoran
Marketing Manager
GlobalSpec

Research: The State of Industrial Marketing Today

Research: Industrial Marketing in the Wake of the Coronavirus

- Survey conducted late March
- 200 respondents
- Industries across the manufacturing space



Overall Marketing Budgets



Do you expect your overall marketing budget for 2020 to be impacted by the coronavirus?

Many marketers are facing an uphill battle in trying to achieve their goals with a limited budget.

55%

Yes, I expect it to decrease

39%

No, I don't anticipate any changes to my budget

6%

Yes, I expect it to increase

Digital Marketing Budgets

Do you expect your digital marketing budget to change in the wake of the coronavirus?

In a time where marketing plans have changed and budgets have been constrained, industrial marketers are looking for more ways to connect with their target audience online.

44%

No, I don't anticipate any changes to my budget

34%

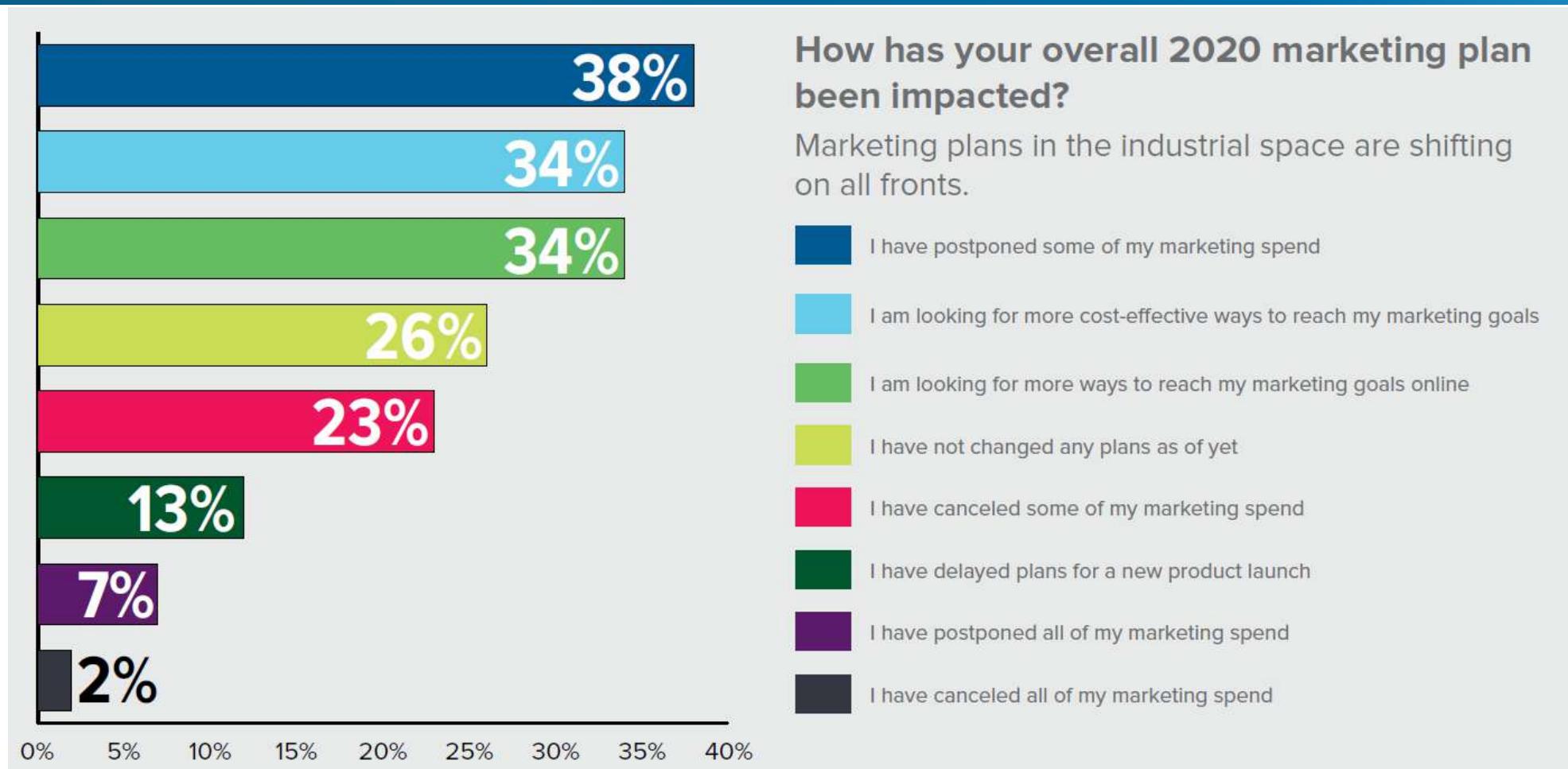
Yes, I expect it to increase

22%

Yes, I expect it to decrease



Overall Marketing Plans



Tradeshows and the Coronavirus

Has the coronavirus impacted your tradeshow plans?

In our last survey, only 20% of respondents had changed their tradeshow plans.

88% Yes

7%

Not yet, but we
are evaluating
our options

5% No

Tradeshows and the Coronavirus

How has the coronavirus impacted your tradeshow plans?

The coronavirus has already led to show cancellations, companies opting out of attending or exhibiting at specific trade shows, and more.



84%

Shows I planned on attending or exhibiting at have been canceled



42%

I have canceled plans to attend or exhibit at specific shows



15%

We are giving employees the ability to opt-out of attending specific tradeshows



12%

I have cancelled all of my 2020 tradeshow plans

What actions are you considering as a result of the coronavirus?

In our previous survey, only 9% of respondents were considering canceling all of their tradeshow plans.



46%

Shows I plan on attending or exhibiting at may be canceled



38%

I may cancel plans to attend or exhibit at specific shows



38%

We may give employees the ability to opt-out of attending specific tradeshows



30%

I may cancel all of my tradeshow plans

Tradeshows and the Coronavirus

If your tradeshow plans have or will be modified due to the coronavirus, how will you reinvest your tradeshow budget?

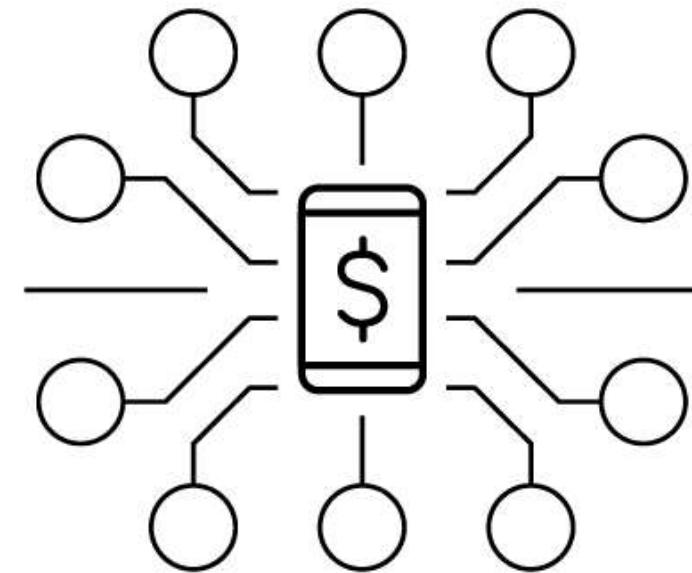
Now that marketers have begun to adjust their plans, more report that they will reinvest their budget in other areas.

39% Will shift money to digital advertising

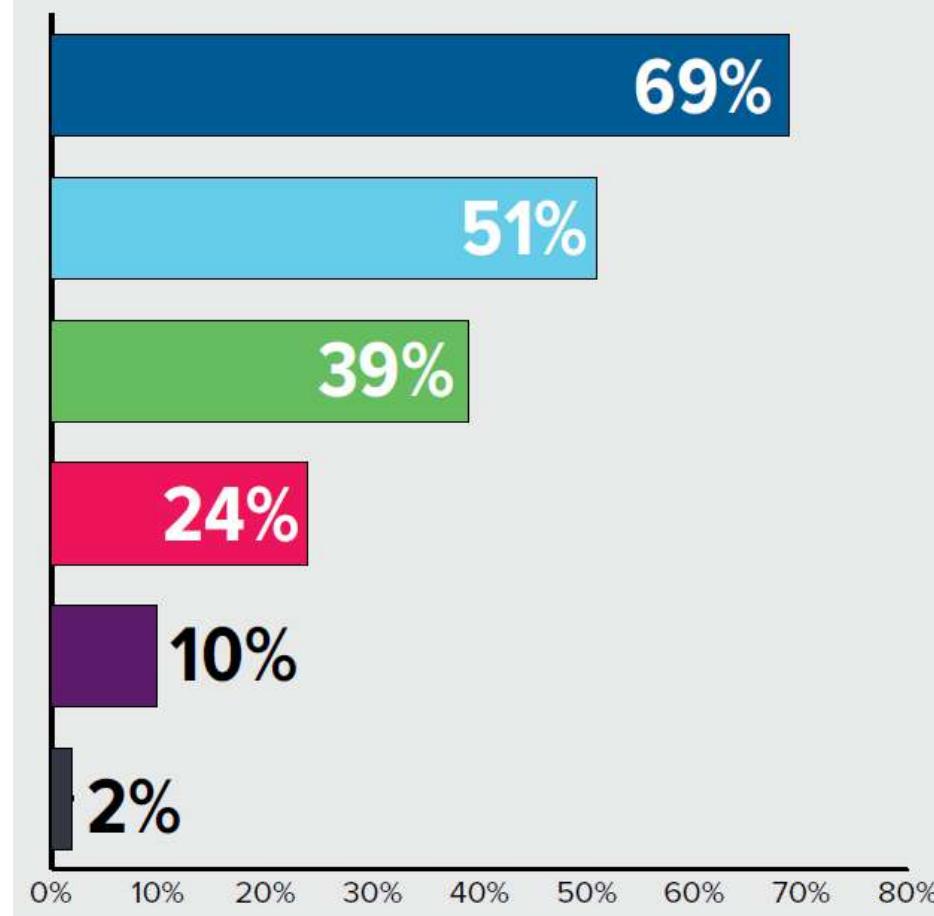
35% Will not reinvest that budget

27% Will shift money to content creation

4% Will shift money to sales travel budget



Industrial Marketing as a Profession



How has your personal working situation been impacted by the coronavirus?

At the same time that they're trying to rethink their 2020 plans, industrial marketers are also coping with many changes in their work situations.

- Work-related travel plans have been canceled
- I am required to work remotely
- Work related travel plans have been postponed
- Working remote is optional or encouraged at my company but not mandatory
- I have not been impacted
- I am not working because of the coronavirus

What This Means to Industrial Marketers

Keep on Marketing! Three Reasons Why.

- 1. You prevent a downward spiral of falling behind.**
- 2. You gain market share from competitors who cut back.**
- 3. You position yourself for a surge when “business as usual” returns.**

It won't be “marketing as usual”

- You need to find new ways to make marketing work more effectively.
- You need to maximize your marketing investments.
- You need to measure and account for marketing decisions.



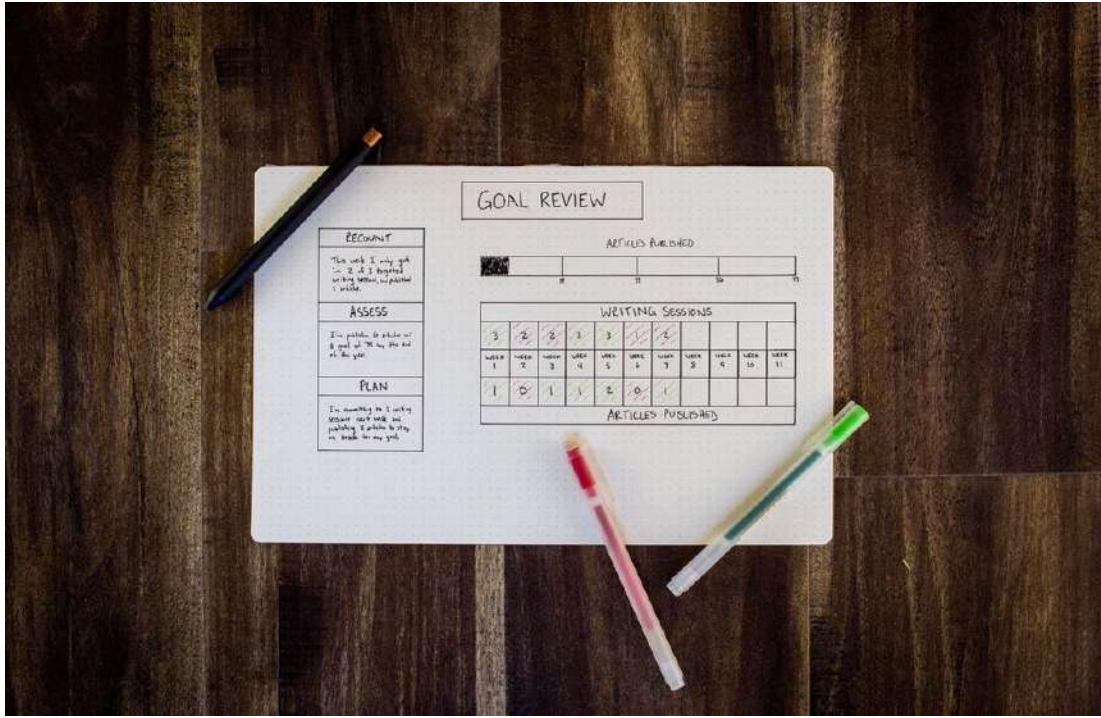
5 Proven Strategies for Marketing During Challenging Times

#1. Focus on what you can control.

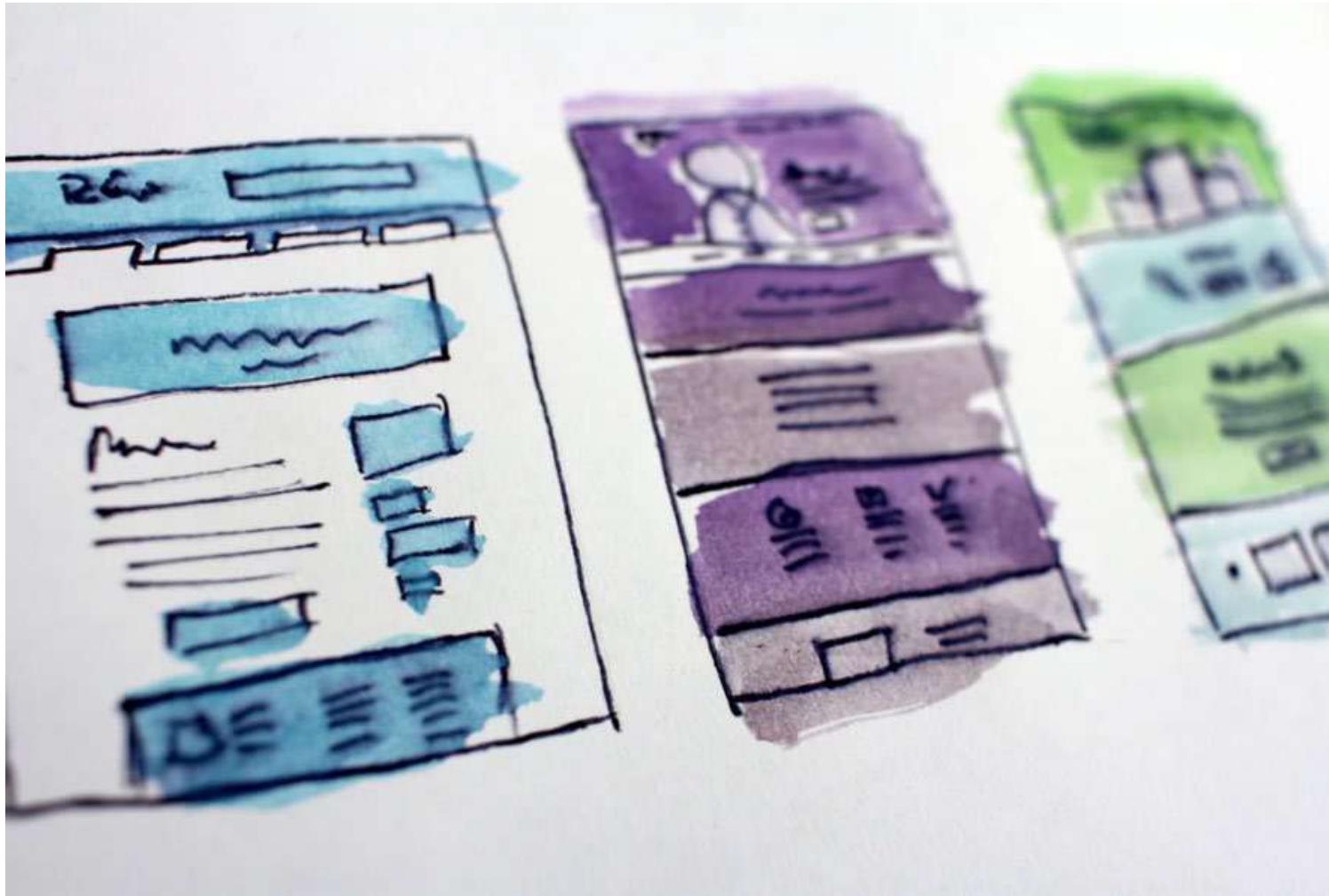
- **How can every dollar of marketing investment work harder for your company?**
- **Where should you focus your marketing efforts?**
- **What media choices provide the best opportunity to gain new customers?**
- **What should you avoid spending on?**

#2. Re-evaluate your goals.

- Must-have vs. nice-to-have
- Prioritize
- Consider both organizational and marketing goals



#3. Think integration.



#4. Get targeted.

- Define your target audience.
- Identify where they are looking for content.



#5. Think quality over quantity.



Bonus: Seek assistance from media partners.

- Do they have your target audience's attention?
- Can they keep your company visible to prospects and customers at all times?
- Do they offer a variety of integrated marketing solutions that align with your goals?
- Do they provide reporting you can use to measure performance?

How will they help you navigate today's business environment to position you better for tomorrow?

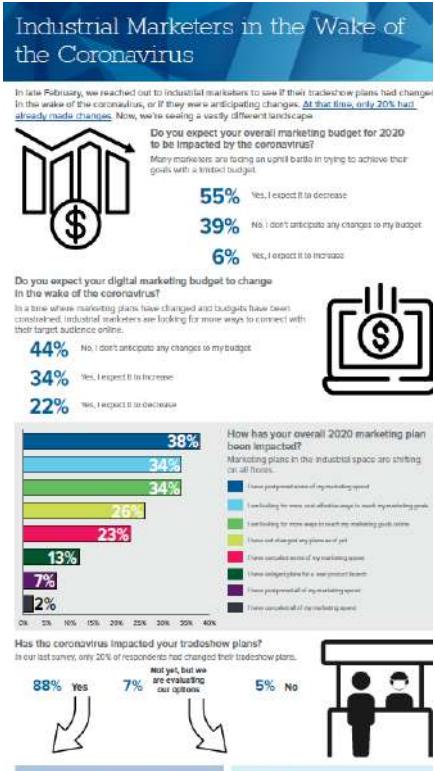
5 Actions You Can Take Today

- 1. Leverage your social media channels.**
- 2. Conduct a collateral audit.**
- 3. Brainstorm content marketing ideas.**
- 4. Connect with your customers.**
- 5. Strengthen your marketing skills.**

Q&A

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Additional Resources:



Industrial Marketers in the Wake of the Coronavirus



Seven No-Cost Marketing Activities to Aid Your Success in 2020

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THE INDUSTRIAL SUPPLIER'S GUIDE TO ONLINE MARKETING SUCCESS

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Thank You

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