

Preparing Your Company for Success in 2020

**Proven Marketing Strategies for Challenging
Times**

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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



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

Challenging Times




Preparing Your Company for
Success in 2020

**Proven Marketing Strategies for Challenging
Times**

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Speaker Bio

[See Pete Hoelscher Bio](#)
[See Amber Cooleen Bio](#)
[See Jenn Corcoran Bio](#)











Jenn Corcoran
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

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





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.

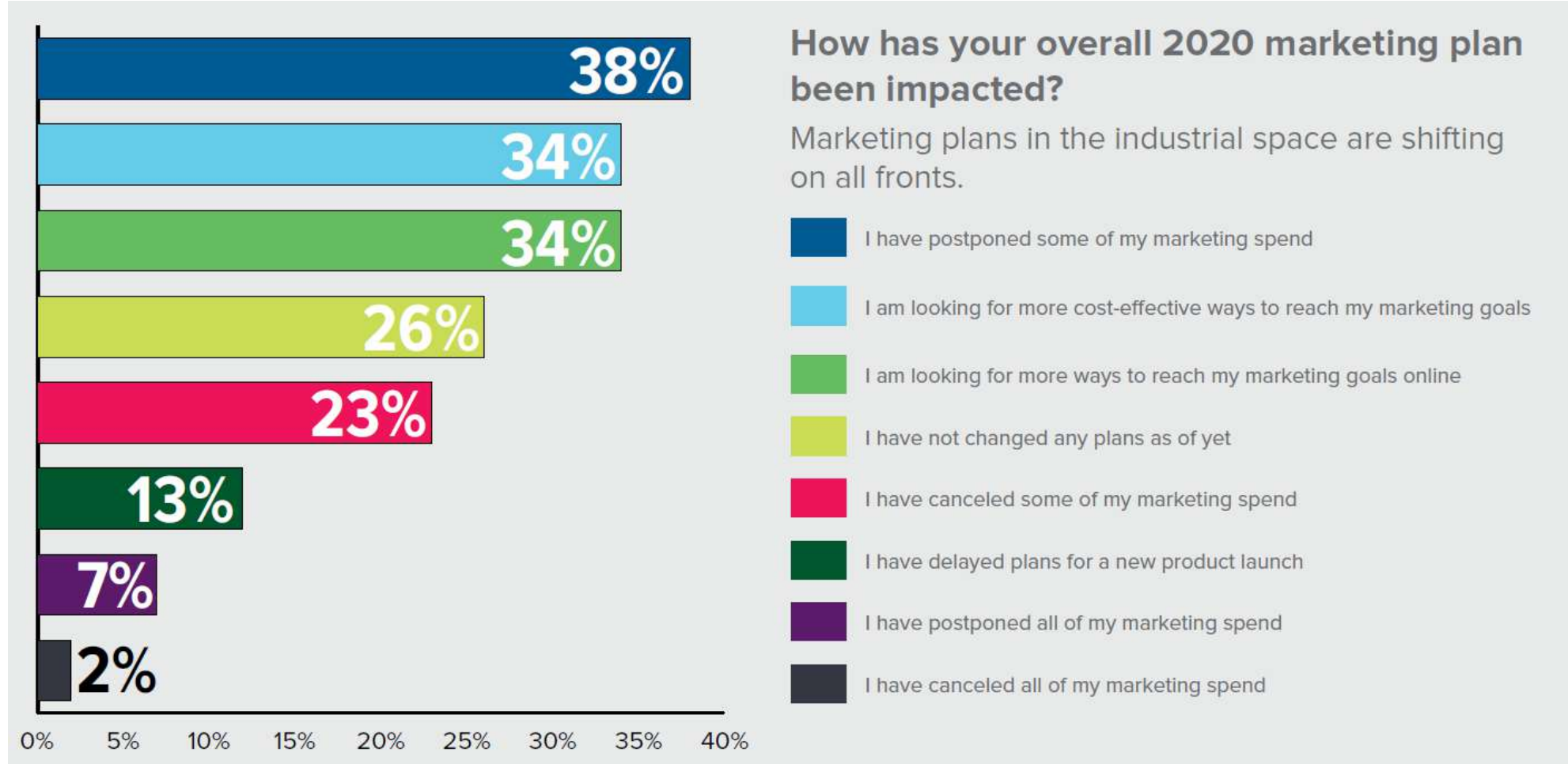
44% No, I don't anticipate any changes to my budget

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.



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

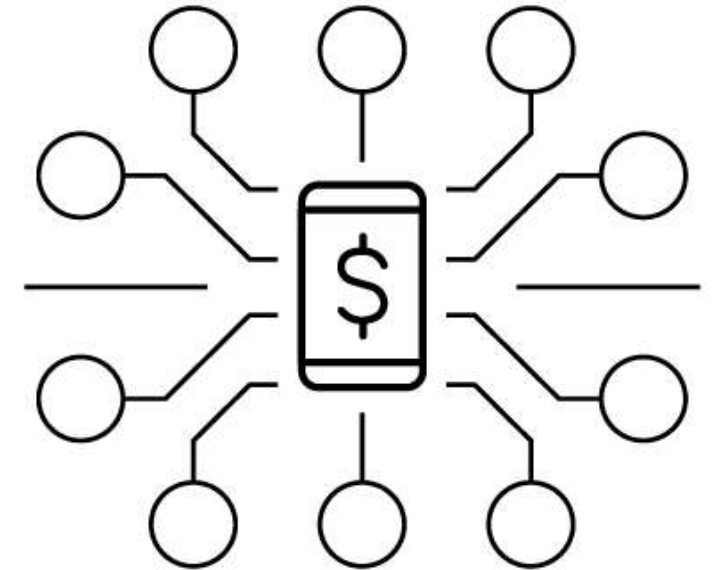
In our previous survey, only 9% of respondents were considering canceling all of their tradeshow plans.



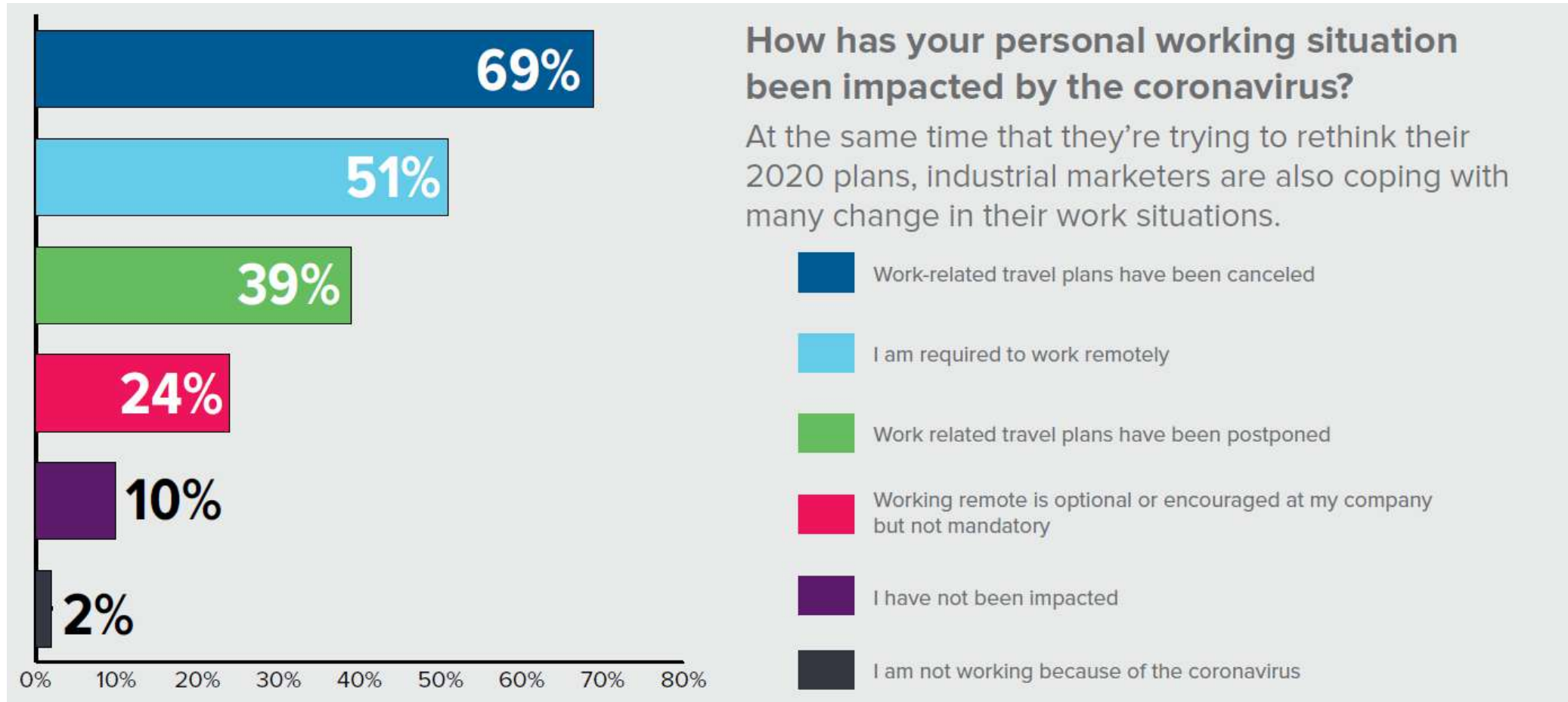
Tradeshows and the Coronavirus

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.



Industrial Marketing as a Profession



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.



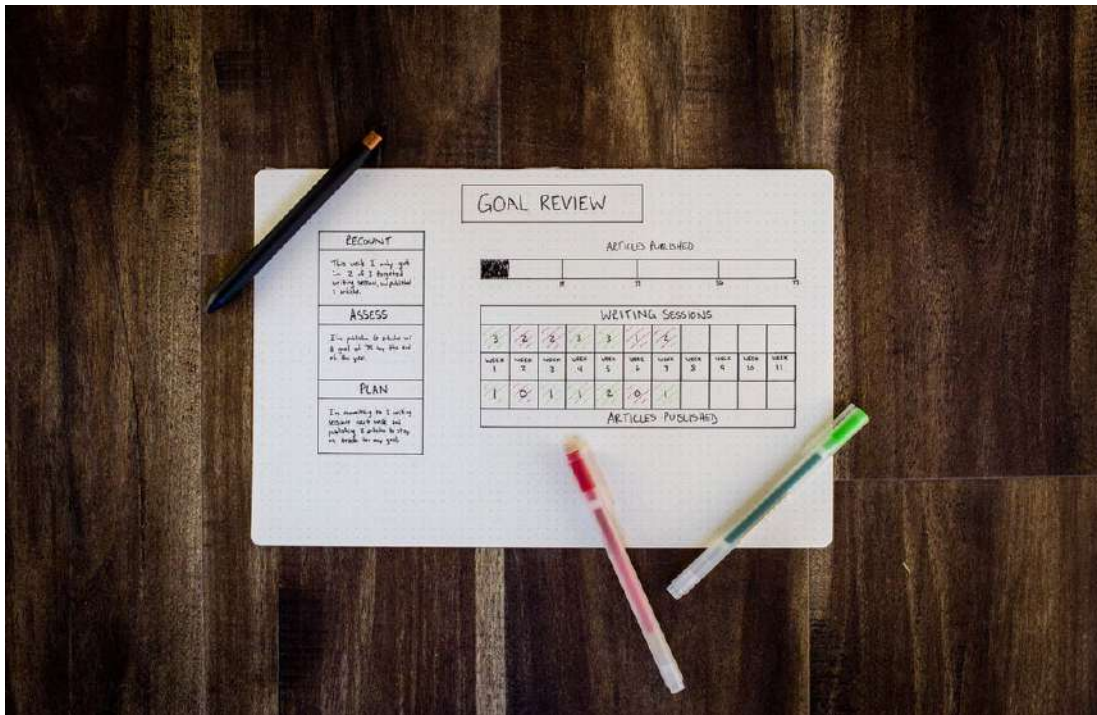
5 Proven Strategies for Marketing During Challenging Times

#1. Focus on what you can control.

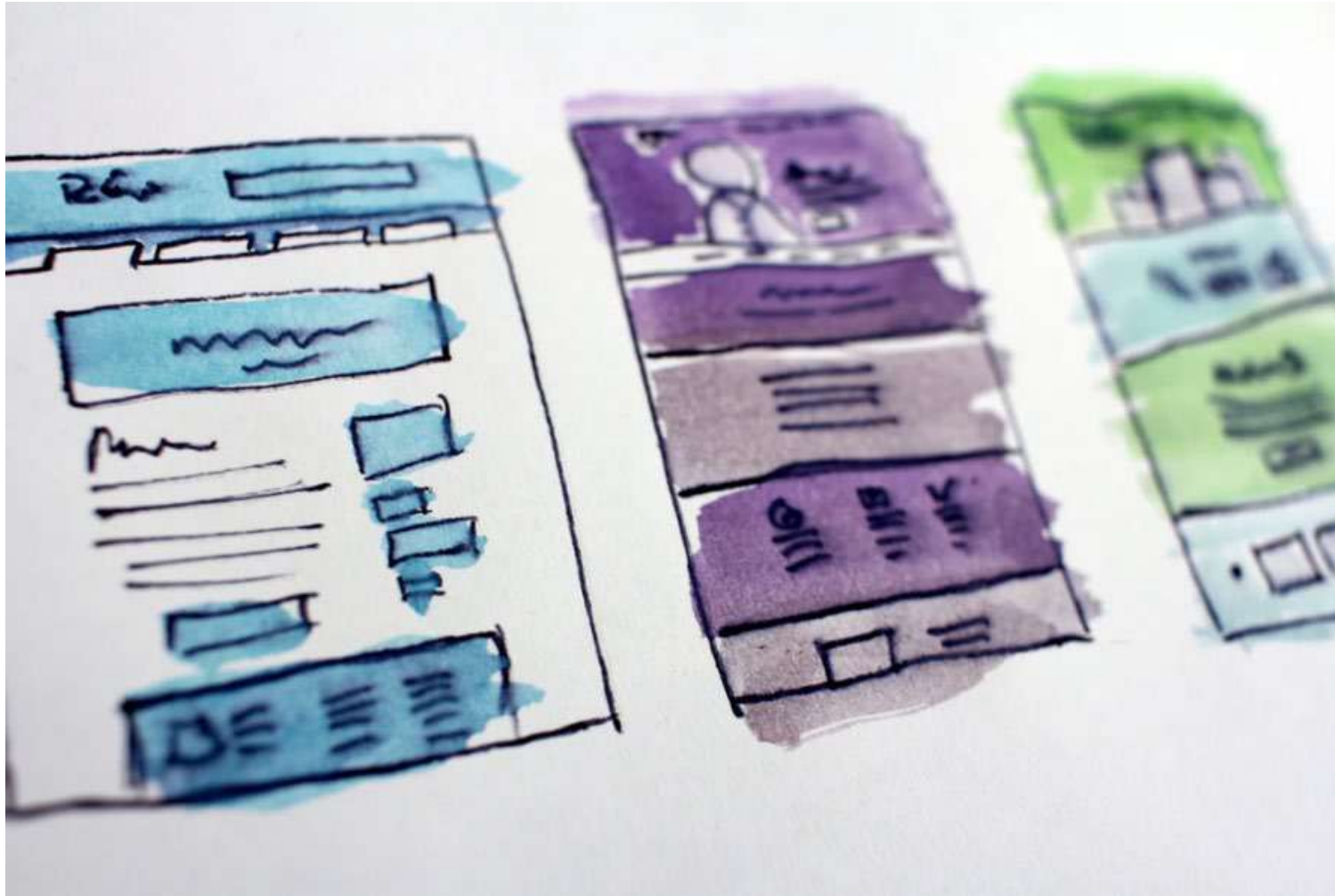
- How can every dollar of marketing investment work harder for your company?
- Where should you focus your marketing efforts?
- What media choices provide the best opportunity to gain new customers?
- What should you avoid spending on?

#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?

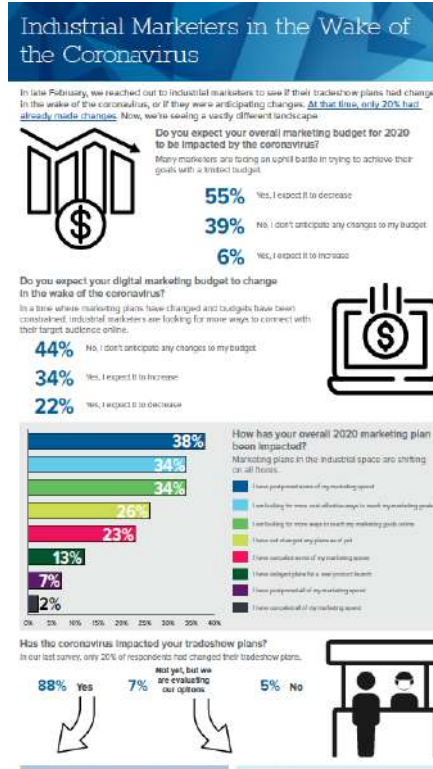
5 Actions You Can Take Today

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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Thank You