Helping Advertisers Understand the Importance of Marketing Amidst COVID-19

Presented by Ryan Dohrn
Founder, Brain Swell Media

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Over 500 magazine and newspaper titles.

Over 20,000 ad sales reps trained in 7 countries.
“Lead, follow or get out of the way.”
“Lead, follow or get out of the way.” – Thomas Paine
When times are good you should advertise. When times are bad you must advertise.
COVID-19 Marketing
Rule #1: Watch your language.
Powerful words being used... Pandemic, epidemic, crisis.
This **situation** is real and is fluid. Downplaying it makes you look foolish. Helping our advertisers is the goal.
COVID-19 Marketing
Rule #2: Get your facts straight.

@RyanDohrn - 360AdSales.com - Ryan@RyanDohrn.com
Coronavirus Disease 2019
CDC is responding to the novel coronavirus outbreak.

What to Do If You Have Flu
If you’re sick with flu, stay away from others except to receive medical care.

CDC Announcements and Events

CDC Media Telebriefing: Update on COVID-19
The Centers for Disease Control and Prevention (CDC) will provide an update to media on the COVID-19 response.

Monday, March 9, 2020

Transcript | Audio recording
[MP3 - 4 MB]

COVID-19 Digital Press Kit

https://www.cdc.gov/media/index.html
COVID-19 Marketing
Rule #3: Learn to sell to the three types of crisis base advertisers.

@RyanDohrn - 360AdSales.com - Ryan@RyanDohrn.com
Three Main Types of Crisis Involved Advertisers:

1. Slam on the brakes
2. Wait and see
3. Carpe Diem
So, how do we handle each type of advertiser?
1. Slam on the brakes
   - No logic all emotion
2. Wait and see
   - Emotion and logic
3. Carpe Diem
   - Ego backed by logic
Take the 3x3 challenge.

3 categories
3 advertisers per category that are Carpe Diem oriented.
<table>
<thead>
<tr>
<th>Insurance</th>
<th>Banks</th>
<th>Doctors</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Doe</td>
<td>Julie Bryant</td>
<td>Dave Rex</td>
</tr>
<tr>
<td>Ryan Frank</td>
<td>Sunny Jackson</td>
<td>Andre Smith</td>
</tr>
<tr>
<td>Renee Zeal</td>
<td>Rhonda Wayne</td>
<td>Tammy Bruce</td>
</tr>
</tbody>
</table>
COVID-19 Marketing
Rule #4: History is a GREAT teacher.
Since 1952
1990 Recession Marketing Spending

TOTAL SALES

-28%

+61%

+40%

2008 Great Recession Marketing Spending

- +100%
- 2008, New pizza recipe.
- +Profits & +Market Share
- 2008, Raunchy kitchen video goes viral
- +Market Share

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In 2009 Netflix gained 3 million subscribers
In 2009 Amazon profits grew 28%.
But wait Ryan... in the recession business owners were not **FORCED** to shut their doors.
What is the lesson to be learned?
COVID-19 Marketing
Rule #5: Help Advertisers Define or Re-Define Their Customer Base.
Consumers are restless and looking to make changes in their buying decisions.
Mrs. Advertiser... Our goal is to not only help you survive this situation, but we hope our partnership will help you thrive when this situation subsides.
Mrs. Advertiser, First let’s focus on your current customers:

1. Ads to showcase changes
2. Ads to drive loyalty
3. Ads to show community support
4. Ads for home delivery/pick-up
5. Ads for shop online
Free eCommerace for small biz:

Stripe.com
Square.com
PayPal.com

They make money from credit card processing.
The probability of selling to an existing customer is **60-70%**, while the probability of selling to a new prospect is **5-20%**.

Who was your customer?
Who do you want to be your customer?
How has COVID-19 changed that customer?
How has COVID-19 changed their ability to work with you or buy from you?
Ads from folks that do not normally advertise:

1. Ads to drive T.O.M.A.
2. Ads to feature ecommerce
3. Ads to show community support
4. Ads for home delivery
5. Ads for pick-up
Travel and Tourism:

Help redefine their audience to one tank trips or staycations for locals.

Parks/Rec/Monuments/Outdoors

Activities for just the family like Jeep rentals or ATV

Booking way out.
COVID-19 Marketing
Rule #6: Separate Legit Advertiser Concerns From Others
2 sides to the COVID-19 situation...

1. Legit advertiser concerns.

2. Those looking for any excuse to cancel.
Ryan, I have advertisers that say they cannot pay their employees. Now what? - Coming up next...
Critical question #1: What is your strategy for being in business at this same time 6-months from now?
Critical question #2: What plans can I help you put in place to help your business thrive after COVID-19?
COVID-19 Marketing

Rule #7: Handle objections with a process not your wits.
How to handle most objections related to this crisis.

1. Empathize without debate or emotion.
2. Present historical marketing facts.
3. Present your ideas for the advertiser.
1. Empathize without debate or emotion. Jill, I understand your concerns. Our goal is to not only help you survive this situation, but we hope our partnership will help you thrive when this situation subsides.

2. Present historical marketing facts. Jill, during past similar situations, we have observed that it is almost always more cost-effective to stay the course than shut off the marketing faucet and try and catch up later.

3. Present your ideas for the advertiser. I have some ideas for changing your ad copy that could help drive traffic to your online shopping cart.
Ryan, I have advertisers that say they cannot pay their employees. Now what?
Add comfort to the conversation... we have 135 advertisers. Only 3 have made dramatic changes to their marketing plans.
COVID-19 Marketing Rule #8: Don’t Cut Ad Budgets Just to Cut.
Marketing is muscle not fat.
It is far cheaper to protect your turf than to play catch-up. Once you get 3-5 laps down, you have lost the race unless...
Ad Sales Training Advice Blog

- Get Relevant or Get Lost! 4 Ways to Increase Your Relevance to Drive Ad Sales
- TARGET Your Media Sales Message to Grow Results
- 6 Ways To Show Your Advertisers Some Love
- 10 Proven Ways To Exceed Your Sales Goals
- Selling Santa? A Fun Sales Tale.
- 10 Ways To Boost Your Fall Sales Numbers

Proven Ad Sales Training For Media Companies! Over 3,000 ad sales reps trained to date!
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