

Marketing During a Crisis

GoSkills online course syllabus

Skill level

Beginner

Lessons

15

Pre-requisites

No prior experience needed

Video duration

24m

Estimated study time

25m

Instructor

Brad Batesole

Introduction

1 Responding to marketing challenges

As a crisis unfolds, marketers and brands face a new reality: their strategies must change.

The New Reality

2 The "Bandwagon Effect"

The bandwagon effect is a cognitive bias that leads people to take actions they believe many others are taking.

3 The need for information

Uncertainty is uncomfortable — it makes us crave information.

4 Sharing important information

As situations unfold, the need to communicate is immediate.

The New Consumer

5 Shifting mindsets and goals

In the midst of a crisis, the consumer mindset changes.

6 Trends to attach to

Every time we emerge from crises, we experience new trends.

Laying the Foundation

- 7 Needs-gap optimization**
Consumers have a new ideal of what they are looking for, and if you don't measure up to that ideal, then a gap exists.
- 8 Continue or pause**
When an unplanned and unfortunate situation unfolds, you must immediately evaluate all of your outstanding marketing efforts.
- 9 Are you being opportunistic?**
Companies live for seizing opportunities.
- 10 Cutting costs**
Most companies slash marketing expenses in response to a crisis or an economic downturn.

Strategies to Evaluate

- 11 Trust is central**
In times of crisis, your customers need to feel that they can trust your brand to make the right decisions.
- 12 Slow down**
During a crisis, there is a tendency to want to speed up and move information quickly.
- 13 Fast prioritization**
In a crisis, it can seem unclear what should be a priority.
- 14 Developing a strategy team**
With the right team in place, decisions come together faster, and you can avoid bureaucracy.

Moving Forward

- 15 Marketing in the face of uncertainty**
At the end of the day, marketing is about serving your customers, especially when they're uncertain.