

MARKETING DURING A PANDEMIC

The 2020 COVID-19 pandemic presents new questions for marketers in every industry. To understand what challenges and opportunities marketing leaders are facing at this time, the business.com team surveyed experts across a number of industries.

CHALLENGES

44%

Declining traffic and/or leads

18%

Supporting selling in the current climate

11%

Adjusting marketing strategy

OPPORTUNITIES

28%

Communicating with customers

16%

Adjusting marketing plan

12%

Increased web traffic

BEST PRACTICES MARKETERS ARE USING RIGHT NOW

- Be attentive and proactive to customers needs and concerns
- Let your customers know your company is there for them
- Find out what your organization can do to support customers
- Focus on caring first and selling later
- Use this time to build a relationship with customers