



Responding to Coronavirus: For B2B Advertisers



The novel coronavirus outbreak, also known as COVID-19, has severely affected B2B advertisers. Managing expectations of current and future customers has become even more important during this period of uncertainty. Digilant is committed to closely monitoring the impact of coronavirus on consumer behavior in order to provide the best digital advertising recommendations to advertisers during this time of uncertainty.

In this guide, you'll find three things you should consider to stay connected to customers and to prepare for economic recovery during this challenging time.



01. SHIFT TO VIRTUAL EVENTS

In-person events and conferences are a major touchpoint for many B2B companies, but the spread of the coronavirus has caused many of these events to be canceled or postponed. Because of this, several big brands like Facebook, Google, and Adobe have pivoted their strategy and opted for virtual events instead. No matter the size of your company, in-person events can work just as well virtually, in the form of an online event.

Even outside of the current context, digital conferences have a lot of advantages over in-person events—they're easily scalable, and the hosts can have greater control over the proceedings. Early evidence also suggests consumers are willing to attend less high-profile virtual events. As an example, Virtual exhibition platform V-Ex reported that **over 50,000 people** have recently visited its online digital trade shows and sales environments.

It's important to make the shift to virtual events now as the platform will become more popular.



02. TAILOR YOUR MESSAGING & CREATIVE

It's essential for brands to strategically tailor messaging to those who will be reading it and remember that tone and content needs to reflect the audience and the purpose of the message.

If your in-person event or conference has been canceled or postponed, it's important to be consistent with your audience and overcommunicate. For example:

- Make sure your COVID-19 statement is front and center on your website
- Ensure everyone within your organization is aligned on consistent messaging
- How you communicate matters: Not everyone in your audience is on Facebook or Instagram so it's important to use multiple channels to convey your message
- Avoid showing content that might fuel confusion or concerns. For example, as a B2B advertiser it might be best to avoid creative that shows large crowds, handshaking, in-person meetings, events and/or conferences.
- If making the switch to virtual events, be sure to update your advertising creative and messaging so it reflects those changes.



03. CONSIDER ALTERNATIVE TARGETING STRATEGIES

In looking at the research of top and consumer channel trends, there is a wide range of support to continue to advertise and rethink your strategy:

- **Allocate more budget towards surging channels such as CTV & Social:** Now more than ever, people are on their screens and devices. As seen in recent research, TV and social are on the rise, alongside overall web traffic.
- **Reach existing customer base with tactics such as CRM Onboarding** – By focusing on upselling & staying top of mind with a current audience base, brands can avoid fading from awareness. Target past converters, drive higher engagement and utilize direct mailing lists via CRM Onboarding. Digilant's **Look-A-Like Targeting** tactic also allows advertisers to reach users who act most like their most loyal customers.
- **Utilize LiveIntent for email newsletter targeting:** Email engagement is likely to increase as people are working from home, practicing social distancing and isolating themselves.
- **Crawl, walk, run approach:** Instead of going dark waiting for events and conferences to be rescheduled, focus on upper-funnel strategies for the time being. With tactics such as Behavioral Targeting, Whitelisting & Keyword Targeting, Digilant can help you reach your target audience and further brand perceptions.

QUICK STAT

LiveIntent has seen a **5% increase** in email opens after just one week, as more people work from home during the COVID-10 outbreak. We expect this to increase.

**source: Live Intent*



Questions?

There's a lot going on right now. Social distancing is impacting how we all do business and we know there is concern over the days ahead. Not only do you have to worry about your health and the health of your family, but you have to find the best path forward for pursuing your company's objectives for the year.

We are (and have always been) optimists and believe that we will get through this together.

We are with you for the long haul and will continue to provide relevant insights and guidance as you navigate this new normal. You can reach us with any questions or concerns at digilant.com/contact or info@digilant.com.

