

# Top Tips

Marketing in 2021 -  
Mid and Post Covid



**None of us have a crystal ball, so trying to work out what the next 12 months has in store for us is next to impossible, given the alarming speed with which things are changing all around us.**

**We still need to try and get our plans together though, and marketing is one critical area for any business right now.**



# Here are our Top Tips for Marketing in our current world of uncertainty!



# 1. Keep any Plans Short and Simple

We all need a plan to work to, but with so many constant changes of direction, new government guidelines and working restrictions, there's a pretty safe bet that **it will be subject to change** - possibly many times over.

With that in mind, we're a big fan of the **1 Page Plan**. It's focused, gets rid of waffle, and instead includes everything you really need to be thinking about. Plus, because it's so condensed, it really makes you think about what is in there – **the very heart of your strategic thinking**, the top metrics for success, and the most important tactical elements.

We've included a template in your downloads.



## 2. Prioritise your Efforts

Many businesses spread themselves too thin with regards to their marketing activity. Too often they build large-scale plans and huge campaigns, only to **run out of time or budget to do any of it properly.** Plus, it can be very hard to properly assess what success looks like when you've kick-started 10 different tactics at once.

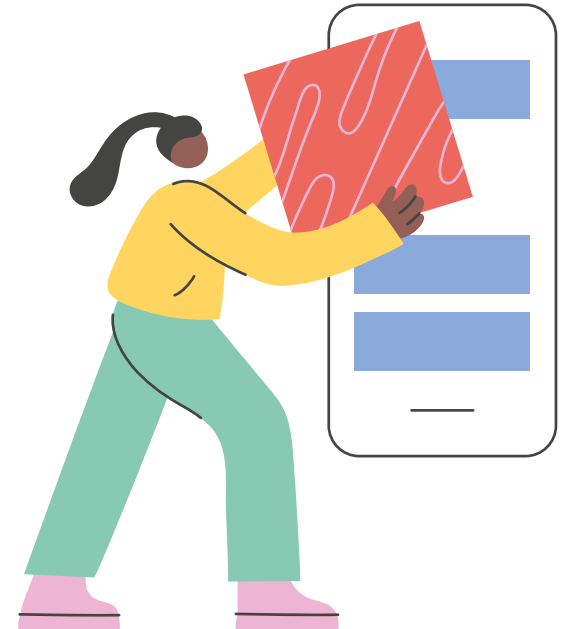
**Once you've identified your objectives,** and the strategic approach you intend to take, it comes down to selecting the best tactics for your business needs. Assess which areas you think will have **the most immediate impact,** and give them the most attention. We're not saying ignore mid term planning, just make sure that you prioritise the tactical elements that are likely to generate the quickest success.



# 3. It's increasingly all about your Online Presence

Since the first lockdown in March 2020, there has been **unprecedented demand for our digital services**. From companies looking to supplement their normal sales activities with a virtual salesperson, to building, improving or re-evaluating e-commerce models, right through to creating better social profiles and email marketing campaigns, we have seen practically every company we work with **prioritising their online presence**.

With so many businesses minimising contact time with suppliers, partners and even customers, your online presence has to make up for this shortfall. Answer the questions people might have, tell people how they can buy from you or work with you, and remove barriers to purchase. **It doesn't have to be ultra-expensive or sophisticated**, for some businesses an Ebay store, Facebook Marketplace or simple webpages listing products or services could suffice, as long as you signpost people to them.



# 4. Create Tangible Metrics for Success

**Setting goals for your marketing activity** enables you to assess how you are doing, understand what is working well, and do more of the things that are giving you a tangible return.

This could be the amount of traffic to your website, the number of enquiries you receive, how many quote requests you get, as well as the obvious metrics around cost per acquisition / conversion and sales.

**Do your research so that you set achievable targets**, and wherever possible test and learn before committing large budgets. Don't forget to set up Goals on your website through Google Analytics too - **if you need some help on this please just ask us.**



# 5. Take Inspiration from Competitors

Competitor research can be a great way of staying in touch with the market, and most importantly helping you to stay ahead of the game. **From price checking, to understanding how they are driving their enquiries**, there are numerous tools you can use and desk research you can undertake in order to better understand your competitive environment.

**Think about their website structure**, what their landing pages are all about, which headers and title content they are using, and which prompts come up when you search for them. **Check out their social activity**, looking not just at followers, but levels of engagement - do they elicit requests for a quote, feedback on their products or services, and do they have calls to action?

When you search for them and their services, **who else is running ads alongside them**, or appears organically around them? You can also invest in software such as **SEM Rush**, which gives you some excellent competitive analysis data, around authority, number of keywords ranked for, whether they are using paid search, and how many backlinks they have.





# 6. Don't forget to Invest in your Brand

There is no point in undertaking all of this research, driving visitors to your business through various tactics, and working on your messaging once they reach you, if you give them a poor first impression of your business. So much of this first impression of you is remote now, so you have to **make sure your branding and brand experience is up to scratch too.**

From a visual perspective, make sure that all **touchpoints are consistent**, in terms of logo, colour palette, tone of voice, and messaging. Check for typos, and be consistent in how you refer to the business, team, services etc.

Of course, this is only the visual part of your brand. Branding also extends through to **the experience someone has when dealing with you**, so think about calls to action (livechat, clear telephone numbers and emails, contact forms), and then the way you handle these enquiries. Many businesses forget to check their contact form submissions, or turn livechat off, so **make sure everyone knows what your expected service levels are**, and how the team needs to react to enquiries.



# 7. Cut through the Noise with Highly Relevant Content

With some many emails landing in our in-boxes, so many results on Google, and endless sponsored posts in our social media feeds, it is vital that **you target your prospects effectively, and engage them with highly relevant content** when you do.

Show them your understanding of their sector, identify with their challenges, present testimonials from similar satisfied customers, and **help them understand your offer** with case studies, downloads – even guides like this one! The more you tailor your engagement with your key stakeholders, the more effective it is likely to be.

And if you don't, your competitors will!



We hope you found this guide to marketing helpful, and if you have any questions at all please don't hesitate to get in touch, we want to help.



# Thank you

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