Digital Strategies to Stay Relevant and Stay in Front of Your Audience

COVID PANDEMIC 2020
Agenda

- Current climate and advertising
- Why keep advertising
- Connecting with customers
- Effective messaging
- Concepts that work
We stand with you

In this unprecedented business environment the best thing we can do is stick together, support each other, and create opportunities that are sustainable in an unpredictable market.

Local, trusted news and information is crucial during a crisis.

We’ve never been more proud to be an extension of your team. Thank you.
What the future looks like

When will coronavirus end? What wartime and human kindness can tell us about what happens next

Marco della Cava USA TODAY
Published 6:46 a.m. ET Mar. 18, 2020 | Updated 3:14 p.m. ET Mar. 18, 2020

Ways the coronavirus outbreak could end, according to experts

Published 1 day ago | Coronavirus | FOX News

Coronavirus: Social distancing key to fighting COVID-19
Social distancing matters. Here is how to do it and how it can help curb the COVID-19 pandemic. Just the FAQs. USA TODAY

As the novel coronavirus continues to spread across the globe, with more than 100,000 cases reported worldwide, financial markets plummeting and travel
What the future looks like

Consumer spending is **73% of the local economy**. While most industries will see less foot traffic, there are ways to connect with consumers who will need your services.

Who’s advertising:
- Restaurants delivery and take-out
- Accountants tax time prep
- Healthcare tips and tools

### US Internet Users Who Are Currently Avoiding vs. Will Avoid Public Places/Travel if the Coronavirus Outbreak Worsens in the US, Feb 2020

<table>
<thead>
<tr>
<th>Activity</th>
<th>Currently avoiding</th>
<th>Will avoid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public transportation</td>
<td>49.3%</td>
<td>73.1%</td>
</tr>
<tr>
<td>International travel (e.g., vacations, business trips)</td>
<td>47.4%</td>
<td>68.2%</td>
</tr>
<tr>
<td>Shopping centers/malls</td>
<td>47.2%</td>
<td>74.6%</td>
</tr>
<tr>
<td>Movie theaters</td>
<td>41.9%</td>
<td>66.6%</td>
</tr>
<tr>
<td>Medical centers/hospitals</td>
<td>38.9%</td>
<td>50.6%</td>
</tr>
<tr>
<td>Community centers</td>
<td>35.5%</td>
<td>56.9%</td>
</tr>
<tr>
<td>Restaurants/bars/coffee shops</td>
<td>35.3%</td>
<td>60.5%</td>
</tr>
<tr>
<td>Shops in general</td>
<td>32.7%</td>
<td>52.7%</td>
</tr>
<tr>
<td>Sports events</td>
<td>32.0%</td>
<td>58.8%</td>
</tr>
<tr>
<td>Other entertainment/leisure venues</td>
<td>21.6%</td>
<td>40.7%</td>
</tr>
</tbody>
</table>
Why keep advertising?
People are getting their news through Premium News Networks now more than ever. The charts to the left show an influx of readers visiting parkrecord.com in February vs. March. Since social distancing was implemented, sessions have jumped by 8,000 daily users.

Online exposure is critical for smaller or mid-sized businesses and when internet usage is at its peak, it’s time to push marketing efforts onto the flat screen using messages that speak to at-home audiences.
The benefits of advertising through tough times

- The ‘noise level’ can drop when competitors cut back on ad spend
- Allows for advertisers to reposition a brand or introduce a new product to adapt to the changing marketplace
- Project to consumers the image of corporate stability during challenging times
- The cost of advertising drops during recessions
- When marketers cut back on ad spending, the brand loses ‘share of mind’ with potential of losing current - and possibly future - sales
Why keep advertising?

Quick Service Restaurants: 
In the 1990-91 recession, Pizza Hut and Taco Bell took advantage of McDonald's decision to drop its advertising and promotion budget. As a result, Pizza Hut increased sales by 61%, Taco Bell sales grew by 40% and McDonald’s sales declined by 28%.

Another strategy used by marketers is changing the ad message and using short-term price incentives to match the economic climate with consumers who are seeking a good deal. Some advertisers will offer interest-free loans, coupons or special promotions to boost sales and market share. When the economy bounces back, regular pricing can return.
What are we doing to address the crisis?

• Offering digital experts to strategize how to keep ad dollars
• Launching lower email rates and other solutions to reduce existing costs for Partners
• Collaborating in informational Advertiser webinars to help keep the business community engaged
• Helping Partners and business owners evolve their business models to fit what’s happening
• Dedicating staff to watch trends to assist with recovery efforts
• Developing custom industry packages, with social distancing as the centerpiece to help advertisers market themselves
Connecting with my customer

What do I do as a small business?
Lean into Technology

Businesses will have to reach their customers in new ways and in some ways reinvent themselves.

- Offer virtual services, you can meet with your customers via video chat, FaceTime or Google Hangouts
- Update your social media pages with ways consumers can still engage with your brand, products, and services
- Update your website with relevant products and services for customers to browse
- Implement a chat widget on your site to foster questions
- Offer e-commerce solutions, using tools like Shopify, WooCommerce
Consider a Pivot

This moment in time is made for trying new things, reinventing your business model, and taking chances.

- Sit down restaurants moving to delivery and pick up only
- In-store retailers moving all inventory online and adding e-commerce capabilities to their website
- Travel companies letting people book inexpensive trips without specific dates set
- Classroom educational programs moving to entirely e-learning
- HVAC companies moving their initial consult to a virtual or video format and charging less
- Personal Trainers and Gyms providing virtual consulting on diet, exercise, and workout routines
- Home services companies providing DIY packages including materials, directions, and plans at low cost
- Mental Health professionals going virtual
Craft your message

People are starving for information on how everyone in their community is staying connected.

- Reassure your customers you are there for them
- Tell them what steps you’ve taken to keep your customers and employees safe
- If you can, offer delivery or drive-up shopping
- Offer services in the future at a discounted rate if they’re paid for now
- Consider being playful with “Social Distancing” and your message, people need something light hearted
- Consider what products and services you have that are more useful and potentially critical in this time of need
- Offer a deal for goods or services that would entice consumers
Take your message where they are
A surge of digital usage

In the last two weeks, local media like parkrecord.com have seen up to **250% increases in readership.**

In the last week, Coronavirus was the **most searched term on Google by a factor of 10.**

Overall **internet traffic is up 90 percent** in COVID-19 affected countries like Italy.
Multiple platforms have increased due to the virus crisis:

**LOCAL NEWS SITES**

People are more accessible than ever, reach them through targeted display with a message that’s tailored for the times.

**FACEBOOK**

Social media advertising allows you to extend your personal messaging into your target consumer personal space.

**VIDEO**

These new models are hard to understand, video allows you to show people how they work.
Reaching the consumer

Multiple platforms have increased due to the virus crisis:

GOOGLE SEARCHES
Be found on Google My Business and Paid Search. Consumers still have needs and they will find a way to meet them. Let your new model be found.

EMAIL
Email marketing is growing as direct mail is declining. This unique vehicle allows you to place a long form message talking about your new model.

OTT
Streaming content is at an all time high. This limited window of pure captivity allows you to capture attention deliver a message, and stay top of mind.
A Trusted Media Resource

As a media company, you have years of credibility and trust in your marketplace. Your viewership has increased with the current news.

Through your own Local News Retargeting, businesses can advertise and communicate with those highly engaged, hyper-local consumers who need to know:

- What are specific local businesses doing during this crisis?
- Have hours changed?
- Are there resources available to the public?
Concepts That Work
Concepts that Work

**Travel:** Partners are working with their travel clients, designing specialized deals, they’re promoting online, encouraging people to book a vacation without selecting the dates.

**Restaurants:** Partners are calling on all of their favorite sit down restaurants, establishing a delivery and/or carryout strategy wrapped in how they’re keeping virtual diners safe.
Gyms/Personal Trainers: The pandemic is making consumers rethink everything, especially their personal health. Now is the time to build up your personal training business with virtual training.

With exercise being one of the best ways to boost your immune system, decrease stress, and manage anxiety, it's more crucial than ever to stay active. During these uncertain times, we are here to help make it possible for you to stay active from the comfort of your own home.

Automotive: Everyone pre shops their vehicle purchase online, is it that big of a leap to imagine having it delivered to your home after you find that perfect vehicle?
Resources

From Swift Digital:

• **Concepts That Work**
  • We are rolling out *advertising campaign strategies, business concepts, creative samples, and advertising packages* for Travel, Auto, Home and Garden, Home Services, Restaurants, Retail, Mental Health, Healthcare, Gyms, Higher Education, E-Learning, Supply Chain, Accounting/Taxes, Attorneys, Liquor Stores, Cannabis, Automotive Services.

• **Swift Digital Webinars**
  • Helping you *position your brand and work with your local advertisers* to inform, provide valuable resources, and adapt to the fast changing business environment

• **Local News Retargeting**
  • Parkrecord.com continues to see exponential growth in traffic. Parkrecord.com is *leveraging the audience data and retargeting site visitors as they go across the rest of internet.*

• **Parkrecord.com**
  • Parkrecord.com’s traffic has tripled in the last month. Now is a great time to build awareness and get in front of the local market by leveraging a premium news network at a lower cost. Contact your local rep or account manager with any questions on strategy or rates.
Thank You