Thriving Together in Tough Economic Times With Data 1st Marketing Automation

March 26, 12pm MST | 2pm EST
Speakers

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• All participant lines will be muted
• We will be recording today's session
• All attendees will receive a copy of today's presentation
• Q & A hosted at the end time permitting. Submit in the chat pane.
Our Goal Today:

Discuss a communication strategy that will be effective in this very difficult environment.
The Environment

Initial Jobless Claims
The Environment:

• Strong sense of fear for one's health, job, family, friends
• Low sense of stability or direction
• Very low tolerance for “Hard Sell” marketing communications
• Your customers plans have been torn apart
• People spending a LOT of time on their computers
• Little need for Stuff, status, equipment, travel, experiences.
• Back to the basics (Toilet Paper)
• People have time for contemplation, consideration and reflection
The Environment is dismal.....but consider some of the elements.....
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The Basics:

Adjust what is In Flight
The Basics:

• Manage all current data driven campaigns and language.

• Stop Automations that have become invalid
  • "Your reservation is 10 days away!"

• Edit Language that may now seem Offensive.
  • "Don't Lose Out". Only 2 days to get a great deal".
  • "It's your Birthday! Treat yourself to a massage for 20% off"

• Check all channels - Facebook Ads, Posts, In Store Display, Call Center scripts (and music), Email etc..
Your Upcoming Visit to Santa Monica

Dear

Thank you for choosing The Oceana Beach Club Hotel. Your date of arrival is approaching and we thought the following items may be of interest to you! How does a relaxing in-room spa treatment sound? Or a fun weekend surf lesson? Any time prior to your arrival, please contact us to schedule appointments for any activities or amenities that will make your stay even more enjoyable.

Upgrade your stay to one of our luxurious Suites, with sweeping views of the Pacific Ocean. Find out more about the available options during your stay.

Upgrade Now

Add Breakfast to your Stay. Our famous breakfast buffet includes an expansive selection of gourmet items from smoked salmon to seasonal fruit to freshly-made waffles and omelettes. Please feel free to contact us in advance for any assistance with reservations.

Add Breakfast & More

we miss you!

A free yogurt has been added to your Pinkcard.

Visit a Pinkberry today and enjoy! *

*expires in 7 days
The Basics:

Know your Audience
“80% of your company’s future revenue will come from just 20% of your existing customers.”
As the Economy Starts to Open Up, As People Begin to Buy Again, Book Again, they will do it from companies they know, trust and respect.

Why this Matters:
5-20%

The probability of selling to a new prospect

60 – 70%

The probability of selling to an existing customer
On average, loyal customers are worth up to 10 times as much as their first purchase.
Example Data – Top Customers

<table>
<thead>
<tr>
<th></th>
<th>ANNUAL SPEND</th>
<th>LIFETIME SPEND</th>
<th>% EMAIL OPENED LAST 6 MONTHS</th>
<th>DAYS SINCE LAST PURCHASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Customer</td>
<td>$880</td>
<td>$1.8k</td>
<td>40%</td>
<td>217</td>
</tr>
<tr>
<td>Bottom Customer</td>
<td>$25</td>
<td>$110</td>
<td>16%</td>
<td>1.7k</td>
</tr>
</tbody>
</table>

Percent of Revenue from Top 20% of Customers: 70.38%
Speak to Your Audiences / Segments:

- Segment Specific to your Business
  - Loyal Customers
  - Repeat Customers
  - Loyal Advocates
  - Passholders
  - High Spenders
  - Annual Visitors
  - Multi Year Customer / Visitor

Build Messaging in Support of the Segment

• I am a customer
• I have kids
• School is out
• Builds my trust and respect
• Good for my kids
Subject: Is your dog booty scooting’?

• I am not a customer
• Odd message for the time
• I have health concerns…but not this one
• What???
Messaging

Considered an Appropriate Messaging
Reflections on the Year Behind us

Positive messages that are not Tone Deaf will work with your customers. (it may not work with noncustomers)

- We had a great year while it lasted
- Best snow year until it ended
- Great memories made over the holidays etc...
- We have had to make changes as well
- Although we are closed, we hope to re-open
Future Planning

Help your customers “tune out” of 24/7 Covid coverage to consider alternatives:

• Summer Planning
• Next Season
• Gear coming out in Fall
• Summer Adventures
Keep Your Customers Informed

They are interested
Keep Your Customers Informed

- Event Cancellations
- Location Closure
- Updates on Suspended Seasons
- Expected Plans for Re-opening
- Changes to availability – High Demand Products
- Online and Home Delivery Options
- Refunds and Cancellation Policies
We hope this email finds you well. We’re sure many of you have a lot of questions about travel and the outdoors right now, so we wanted to share a few suggestions for getting outside responsibly, and to keep you in the loop about how we’re thinking about the content we share.

Read More: How to adventure responsibly in the age of Covid-19

What we’re doing

We’re working to strike a balance between providing much-needed distractions with our regular emails and posts, and adjusting to accommodate our new reality of extended time in the great indoors. Our goal is to support our community as much as possible during these uncertain times, and we’re confident that we’ll make it through this together. If there are ideas that you’d love to see us tackle, please let us know.

This is a difficult time for many small businesses, travel companies, and freelance creators. We’re working on some ways we can help provide needed exposure or support to the community at this time. If you have any ideas, please reach out.
Talk about Your Values
Your Story, Your Value, Your Mission is Timeless.
Soften the “Hard Sell”

You still need to sell, but it does not need to be the same type of messaging.
At Some Point, we need to return to selling our products. With tight segmentation and proper messaging this can be done well:

- Covid Relief Message
- Online Only
- Segmented to Customers
Subject: CharcutNuvo is announcing reduced shipping minimums to help combat the Coronavirus. No need to go to the store

Simple but direct Messaging

Selling for sure, but inoffensive.
What Our Clients are Doing?

Discussion with Jason Root
What Our Clients Are Doing?

- Customer engagement: Existing, recent customers, mail list
- Future Support: Loyal Customers/High Value Customers
- For the Home: Existing, recent customers, mail list
- Welcome Back: Existing, recent customers, mail list
- Stay Informed: Existing, recent customers, mail list
Summary Thoughts

• Know your Audience – Segment Tightly to the Message
• Your Customers will be the first ones back. Treat them well.
• People are Looking for Information. Update them, tell them about your situation.
• Be Human. Reflect on the past and consider the future
• Quietly Sell. People are still buying.
Thank you for joining us today.

If you have any questions or comments regarding today’s webinar please reach out to our VP of Marketing - Heather Knutson @ hknutson@ascent360.com.

Stay tuned for future broadcasts and we welcome your ideas for upcoming topics.