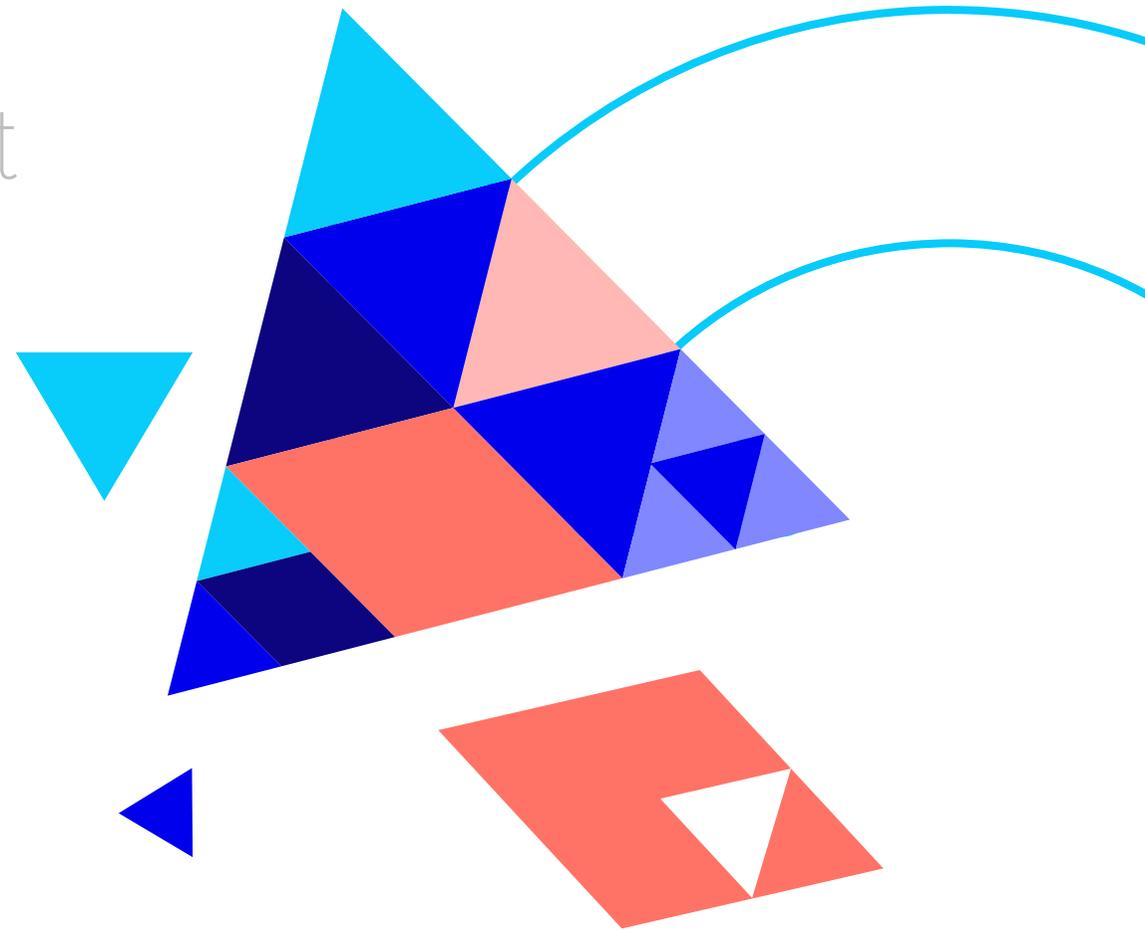


Digital Strategy for a Post-Pandemic Market



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Introduction: survive, revive, thrive

The Covid-19 pandemic is the crisis of our lifetime and has turned whatever we took for granted as the status quo on its head.

Companies are dealing with a crisis of unprecedented proportions which has driven business leaders into survival mode. But this can only last for so long.

Sooner rather than later, businesses have to start planning how they will bounce back. Some businesses have temporarily closed while others have had to drastically cut back on operations. It's everyone's priority to regain momentum and revive their growth. Thankfully, this is more than achievable.

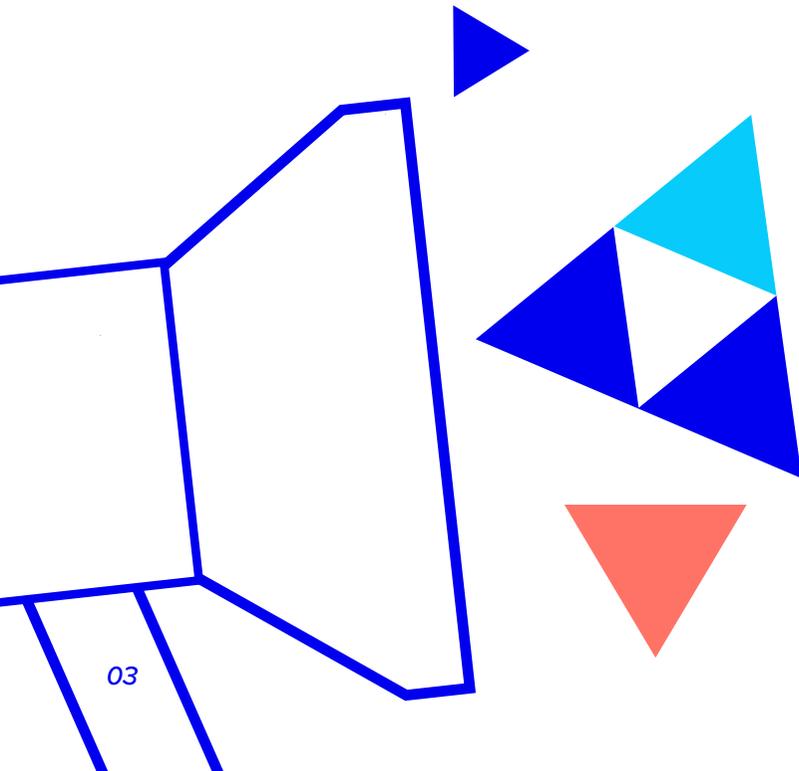
You can start to map out an effective recovery strategy by sharpening your digital marketing, customer experience (CX), employee experience (EX) and sales enablement. Together, these four levers will attract new leads, keep your customers and employees engaged at every touchpoint with your brand, and grease your sales pipeline. In no time, your business will be perfectly primed for a post-pandemic market and ready to thrive. Let's begin.

01 / The state of digital during Covid-19

Almost overnight, brands have had to become digitally focused, expediting the process by months or even years. Our daily lives have undergone an instant transition to working from home, connecting via online platforms and finding new ways to shop, transact and manage daily life without any face-to-face contact. This has proved to be a challenging task for many, but going digital has become the key solution and we have some significant stats to reinforce the need for businesses to keep pace.

Here are some valuable insights we were able to uncover:

- Internet daily usage is up by 55%, with as much as four hours a day on average being spent on social media platforms.
- Online purchases have risen by 25% from January 2020 – current circumstances have made people focus on the online purchasing journey.
- People are looking for new ways to connect with others – multiplayer games, Zoom parties and apps that connect you to people in real time have risen by 65%. Usage of media-on-demand services is up by 105%.
- Interest in digital transformation initiatives, software and consulting is up by 27%.
- Sales of computers and equipment have gone up by 40% and orders for fitness equipment (kettlebells, dumbbells, treadmills, etc.) experienced a 55% boost.
- Traffic to non-profit organisations is up by 25%.



02 / What to expect when you're prospecting

Digital marketing and CX strategies work best when you have a keen understanding of online behaviour. As the digital landscape shifts, so too should the tactics and methods we employ to maximise brand presence and attract new prospects we hope to turn into loyal customers. We've read the tea leaves and can confidently predict what online behaviour will look like in the future.

In the short term, we can continue to expect a spike in online retail as high street products start making their way to online stores. Shoppers will be buying products related to their health, working from home and social distancing. Consumers will also be looking for online versions of services such as doctors, training courses and fitness classes.

In the long term, the mix of online and traditional purchases will continue to evolve as consumers continue to work from home and practise social distancing. In fact, online purchases with in-store collections are expected to increase by 62% because social contact will still be limited for the next 18 months. Remote learning and virtual events will become mainstream and telecommuting will remain a focus in many businesses and institutions.

03 / When opportunity knocks

The crisis has presented both challenges and opportunities for businesses. Whether you can innovate your way through these tough times will depend on which of the two you focus on. Challenges can be transformative, but you have to overcome them first. On the other hand, the only thing you need to do to make the most of an opportunity is to grab it. In fact, seeing and seizing an opportunity could be the solution to several challenges. Here's where you can start looking:

Business to Consumer

Consumers in the B2C market will back brands with a purpose that are contributing something meaningful to society. A remarkable 53% of consumers say that they're happy to have their data used for a good cause. People value time, talent and natural resources equally and believe that ethics, not profit, should matter most to the brands they love.

Business to Business

Digital transformation will become a priority for all businesses and drive a need for digitisation solutions and services. E-commerce will become more common for B2B products and services but brands will have to aim for the same level of CX quality as their B2C peers.

04 / Your recovery playbook

There are three main stages of business trauma – crisis, recovery and growth. First, you must take stock of everything lost and retained and adjust to the new reality. Then you have to keep the customers you have, attract new business and maintain a productive workforce. Finally, once you've perfected the pace of your recovery, you can start to drive growth. At each stage, your marketing, CX and EX efforts will need to be contextual and goal-oriented. We've gone to the trouble of mapping out how all the digital chess pieces will fall on the board in your phased and comprehensive recovery plan. It looks a little like this.

Step 1

Assess and adjust

A crisis without a communication strategy means certain disaster. When a crisis blindsides a business, its essential that all communications from the business show integrity and are consistent and transparent.

01

Crisis / 1-6 Months

Adjust your strategic objectives for the following:

Credibility: Establish trust and social truth.

Community: Establish community and connection.

Engage: Establish a relationship with users.

02

Recovery / 2-12 Months

Transition from your crisis objectives to the following:

Engage: Establish a relationship with users.

Value: Communicate the value.

Leads: Generate quality leads and nurture.

03

Growth / 6-18 Months

Move from recovery objectives to the following:

Leads: Generate quality leads and nurture them.

Nurturing into sales: Initiate or close sales.

Formalise your communications

Only 33% of consumers do not expect the crisis to have changed their lives in a profound way. Take this opportunity to look at your customers' needs. How have they changed and how can you intercept them?

01

Crisis / 1-6 Months

Adjust your strategic communication for the following

Increasing frequency: Communicate often and systematically with your team, customers and suppliers.

Compassion and empathy: Treat your customers and your team with empathy and compassion.

Engage: Establish a relationship with users.

02

Recovery / 2-12 Months

Transition from your crisis objectives to the following:

On-demand personal engagements: Establish a rapport with your audience and create a relationship with your staff and customers to discuss what comes next.

Provide value during engagements: Help more than you sell. Customers will have less to spend so help them make smart decisions on how to get the best value during this recovery phase.

03

Growth / 6-18 Months

Move from recovery objectives to the following:

Turn your communications into structured nurturing: Structure communications around how to build up to sell. This includes getting your team to gear up to grow the business.

Educate your customers: Get back to selling the benefits and value of your products

Engage staff and customers

Workgroups with engaging employee experiences are 21% more profitable.
Here you can evaluate how your customers buy and how staff and customers engage and use this to your advantage.

01

Crisis / 1-6 Months

Adjust how you communicate during a crisis:

Channels: Use channels that your customers trust, not just ones your brand is used to.

Increase your ability to engage: Customers and staff need answers quickly ensure you have quick channels of communications.

Use: Social media, PR, websites, email, text, chatbots, webinars, push notifications and your support channels.

02

Recovery / 2-12 Months

Transition from your crisis objectives to the following:

Engage: Turn to content and experiences to engage your customers.

Value: Demonstrate your product's value with case studies or by telling stories.

Leads: Build an email list and database that you can nurture later.

Use: Social media, PR, websites, email, text, chatbots, webinars, push notifications and your support channels.

03

Growth / 6-18 Months

Move from recovery objectives to the following:

Leads: Use automation, content and the sales enablement process to nurture leads that can qualify for the sales team.

Nurturing into sales: Initiate or close sales.

Use: Social media, PR, websites, email, text, chatbots, webinars, push notifications and your support channels.

Steer for growth

Innovation and growth go hand in hand. Regaining momentum will require you to focus on maximising value for your customers, deepening relationships and enabling sales.

01

Crisis / 1-6 Months

Adjust your strategic objectives for the following:

Credibility: Appoint a senior spokesperson with a single clear and concise in your messaging.

Community: Establish a narrative and frequency that you communicate to your customers and staff.

Engage: Use your staff and team to build client relationships.

02

Recovery / 2-12 Months

Transition from your crisis objectives to the following:

Engage: Use the relationship you have built to get your customers to buy again.

Value: Publish a content or video series to display your value to prospects, provide clients with video or in-person demos.

Leads: Pull all connections into your database.

03

Growth / 6-18 Months

Move from recovery objectives to the following:

Turn customer engagements into opportunities:

In the first two phases, you helped and nurtured relationships with customers and prospects. When the timing is right, you can start to nurture them into sale. Turn their advocacy as customers and staff into a means to elevate sales-qualified leads.

05 / The League Digital Recovery Programme

The League Digital Recovery Programme is designed to get businesses back on the road to growth by leveraging the most tried and tested principles of digital marketing, customer experience, sales enablement and employee experience. It's a simple, data-backed and measurable way to turn this crisis into your business's defining moment.

Over the course of 12-18 months, we will:

- Benchmark your business's performance online.
- Gather intel on your market.
- Craft a simple strategy for sales, CX and EX.
- Implement and support the campaign.
- Measure, optimise and iterate.
- Report comprehensively.

If the global pandemic has had a significant impact on the way you manage your business or how you engage staff and customers, a digital change could be the solution you're looking for. Sign up for our programme and we'll help you breathe new life into your business.

