

REVIVE AND RAMP UP YOUR MARKETING EFFORTS

Facts to keep in mind as you grow your business.

1

70% of consumers say direct mail is more personal than online interactions.

– Fundera

6

33% of marketers use advertising to increase brand awareness.

24% use advertising to impact direct sales.

– HubSpot

2

42% of recipients read or scan the direct mail they receive.

– Fundera

7

Approximately **8 in 10** consumers stated they had entered a business for the first time because of its signage.

– Kennickell Group

3

62% of consumers who responded to direct mail in the past three months made a purchase.

– Single Grain

8

72% of marketers conduct market research, and **70%** of marketers plan to increase research spend over the next 12 months.

– HubSpot

4

80% say they are more likely to do business with a company if it offers personalized experiences.

– Fundera

9

86% of consumers want a local business to continue pandemic services like curbside pickup.

– Small Business Trends

5

“Where to buy” and “near me” mobile queries have grown by over **200%** in the past two years.

– Think with Google

10

About **86%** of marketers reported that they collect customer feedback on an on-going basis

– HubSpot



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10 Tips for Reviving Your Marketing in the “New Normal”

For many businesses and other organizations in our community, the COVID-19 pandemic has forced us to rethink how we operate on a daily basis. For others, it's provided a fresh perspective on what needs to change for long-term success – as well as the determination to grow stronger than ever.

Regardless of your individual situation, chances are you're ready for a revival and a refreshed look at your operations. Here's a few tips to help you drive your business forward this year:

1. **Assess the situation.** It's one thing to just hit the ground running – but it's another to know what you're running towards. Make sure you have a destination in mind! Take a step back and look at your data. Data drives educated decisions, so take the time to understand where you are right now.
2. **Set realistic goals.** At the end of the year, what do you want to have accomplished? Is it an increase in sales? A reconnection with dormant customers? Regardless of your goal, write it down – it's easier to achieve a goal when you have it in front of you, plus it'll help you keep yourself accountable.
3. **Determine your budget.** While budgets vary, recent data shows that, on average, businesses spend about 11% of their company's revenue on marketing efforts. How does that amount differ for you? Commit to your marketing efforts if you want to see your business grow.
4. **Don't cut corners.** A customer can spot someone trying to take the easy way out from a mile away. Cheap marketing looks just like that – cheap! Flimsy marketing is more likely to hurt your brand than help it. There are plenty of ways to have high-quality marketing within any budget, so drop us a line if you need an assist.
5. **Be authentic.** Make sure your brand strategy, including the “voice” of your organization, is authentic to your clientele. Understanding what matters most to your customers goes beyond making sure the right products get into their hands – it's a way to connect with them on a meaningful level.
6. **List your resources.** While it's a great idea to ramp up your marketing efforts, it's also important to make sure you have the team standing by to help implement them. Is there someone on staff who can oversee the plan and help get it in motion? If that answer is no – reach out to us. We can help!
7. **Reinforce your core brand.** Thanks to supply chain disruptions, customers have found their favorite products hard to come by, and many have had to seek out temporary replacements. But being able to find that one special item has provided moments of joy for many – ones that will be difficult to forget. That will make it hard for consumers to walk away from the brands they prefer, so make sure your branding is consistent and easy to remember!
8. **Outline your tactics.** Have a solid plan in place! As they say: what gets measured gets improved. What are you going to do to rebound? Will you be doing direct mail, a virtual event, or special offers? If you don't know how to start, give us a call!
9. **Follow up!** Keep your customers close. Dedicate someone on your team who can follow up with leads to make sure that you're closing deals or that you've met a new client's expectations. It's more important than ever to build on customer relationships and to make sure that you're retaining that business.
10. **When in doubt, call.** As a local business ourselves, we want to see our community grow and rebound after the challenges of the past year. We're here to address any questions you may have, outline a recovery plan with you, or even simply brainstorm ideas with you. Contact us today to get started!