

PACKAGING: Beyond the Virus

presented by:



PACKAGING: Beyond the Virus



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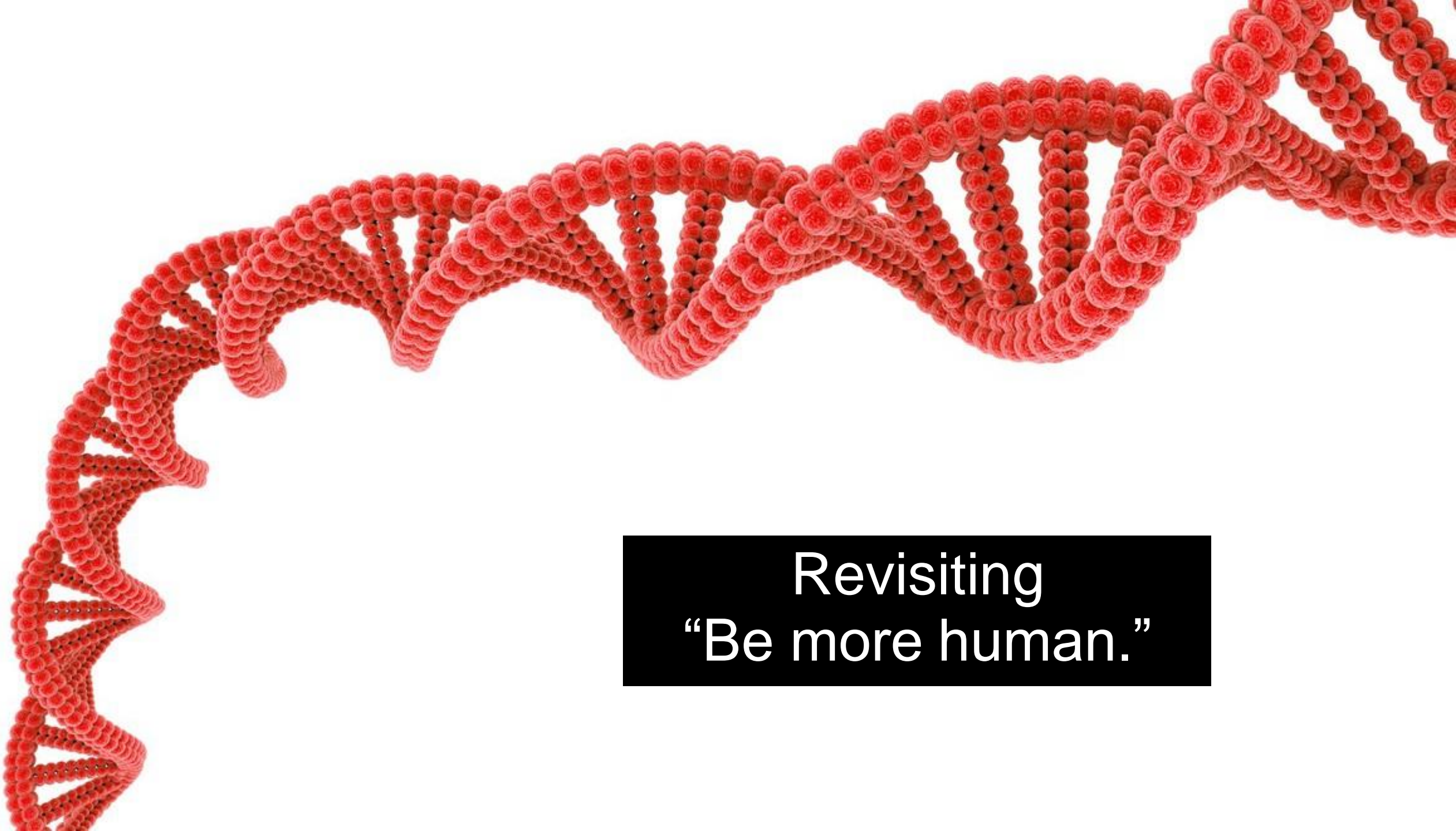
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Managing Director

DELIA ASSOCIATES + NJPEC

present

PACKAGING: BEYOND THE VIRUS

PART 4: ENGAGEMENT

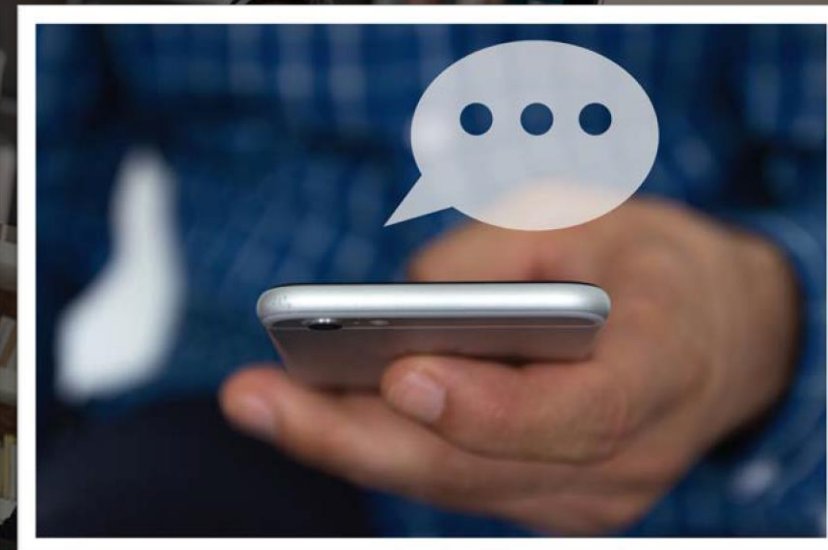
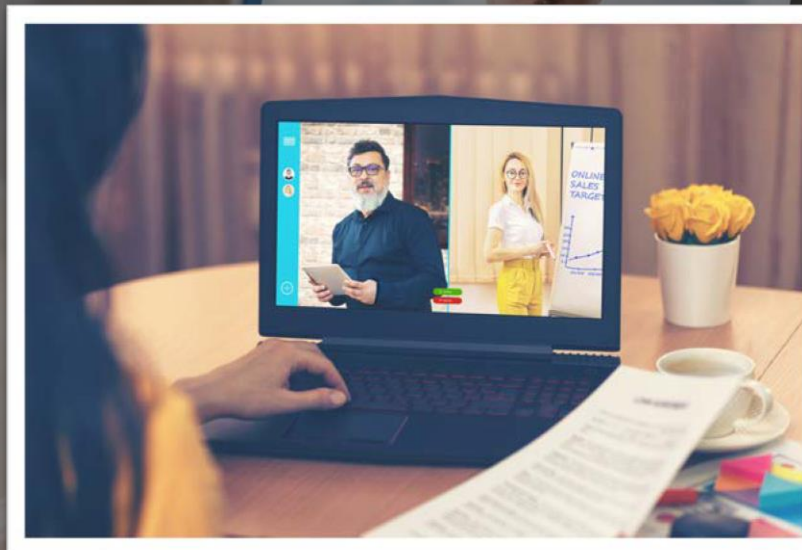
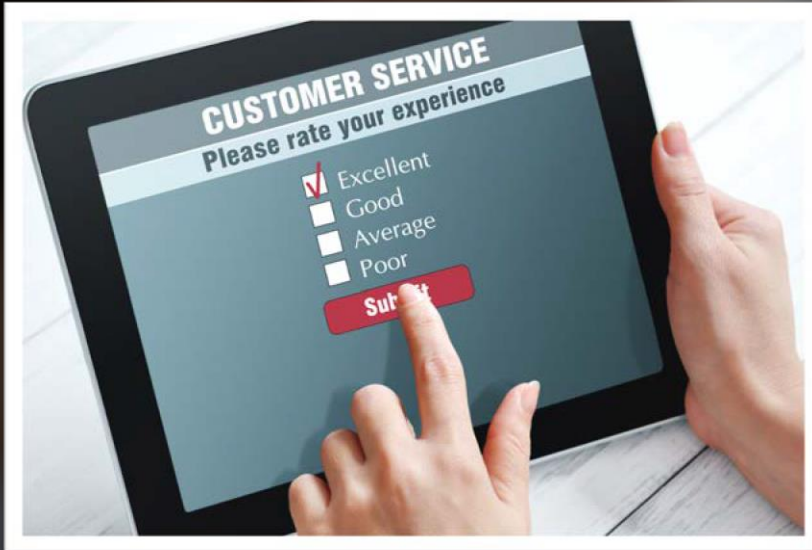


Revisiting
“Be more human.”

Retention is the new acquisition.



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- Check in with your customers, send a personal note or survey to let them know you're thinking about them.
- Host a webinar or virtual conference to inform your customers about the latest news and innovations coming out that benefit them.
- Consider enhancing your blog/news outreach with SMS (text) messaging capabilities.



Marketing automation will be essential in B2B.

Take advantage of the tools, but don't forget we are all people.

Marketing automation will be essential in B2B.



- Use your personality in automated email campaigns.
- Include merge tags on your platform.



- Connect with your customer on social platforms, especially LinkedIn.
- Push content that is audience/location specific.

S Stripe
168,300 followers
Promoted

Companies waste \$300 billion of developer productivity every year. Instead, deploy software engineers toward projects that move your business forward.

stripe

Developers waste over **17 hours** a week on maintenance alone.



Harris Poll + Stripe report: The Developer Coefficient
stripe.com

- Leverage available machine learning to better reach your audience with online ads, including social networks & Google Ads.

Invest in connecting with your customer evenly across the entire marketing lifecycle.



Mobile



Social Media



Email



Call center



Website



Print Ads



Store



Feedback

Invest in connecting with your customer evenly across the entire marketing lifecycle.



- ▶ Website
- ▶ Blog Posts
- ▶ Press Announcements
- ▶ Email Campaigns

- ▶ Webinars
- ▶ Publication Ad Placements
- ▶ PPC Ads - across platforms
- ▶ Lead Magnets

- ▶ Social Posts
- ▶ Mailings
- ▶ SMS
- ▶ Phone Calls

There is no “back to normal”

But we will always be humans.



There is no “back to normal”



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