

CORONA MARKETING STUDY

5 insights on how marketers respond to the COVID-19 crisis

April 2020

A marketer's reality in times of COVID-19

With a new normal settling in, we are all trying to adjust.

Whilst our heroes are giving their all in hospitals and restocking food supplies in supermarkets, there are other, less visible, communities that have also had to drastically adapt to these challenging circumstances.

One group amongst them: marketers.

At The House of Marketing, we gave the word to our peers: how have they responded to the crisis so far? We believe these insights offer benchmarks and learning opportunities to the entire marketing community. We are all in this together, and will come out stronger.

Curious? Find out what 130 Belgian marketers have told us...

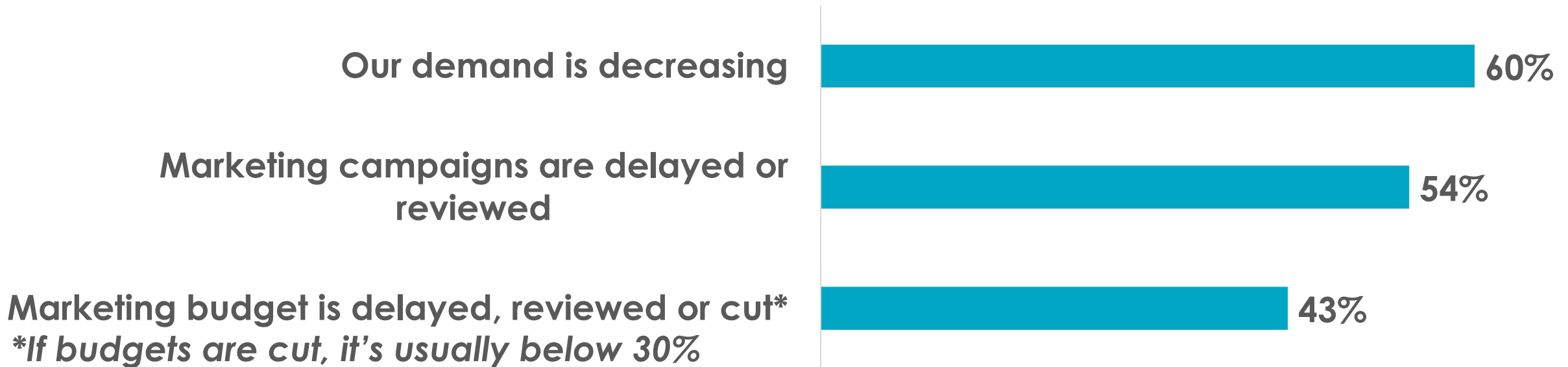
Enjoy the reading,
The House of Marketing

1

Corona has had an
immediate impact
on marketers

When asked to identify the impact of this crisis on their brand & business on a scale from 0 to 10, marketers indicated an average of 7.4 (0 = no impact; 10 = high impact)

When affected, this mostly includes a decreasing demand, marketing campaigns being delayed or adjusted, and budgets being reviewed or cut



These numbers show there is room for improvement in adjusting communication through Customer Journey Mapping & Business Design Thinking

2

**Turning Corona into
an opportunity is a
challenge that
some are taking up**

Half of marketers feel equipped to turn Corona into an opportunity for their business/brand

Marketers who focus on turning Corona into an opportunity adjust their strategy, communication and digital services

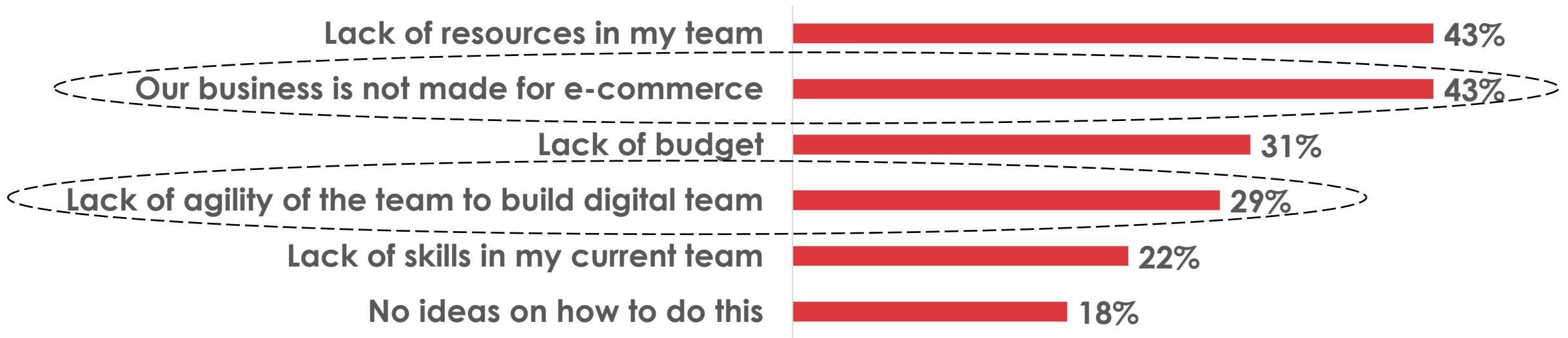


Whilst we are fully aligned with the steps taken by marketers who focus on turning Corona into an opportunity, we do believe Growth Marketing should play a bigger role in these times of changing customer behavior & needs.

Half of marketers feel equipped to turn Corona into an opportunity for their business/brand

Marketers who don't feel equipped to turn Corona into an opportunity mostly face a lack of team resources & e-commerce capabilities

47% don't have an e-commerce to fall back on



Looking at the group that is not (yet) equipped to overcome today's challenges: digital skills should be tackled asap, as they seem to remain a key bottle neck.

3

Marketers have quickly adjusted to homeworking, although they lack personal contact

Marketers have quickly adjusted to homeworking, but they miss personal contact



90% of marketers have the right tools & equipment for homeworking



35% have difficulties developing the right routine

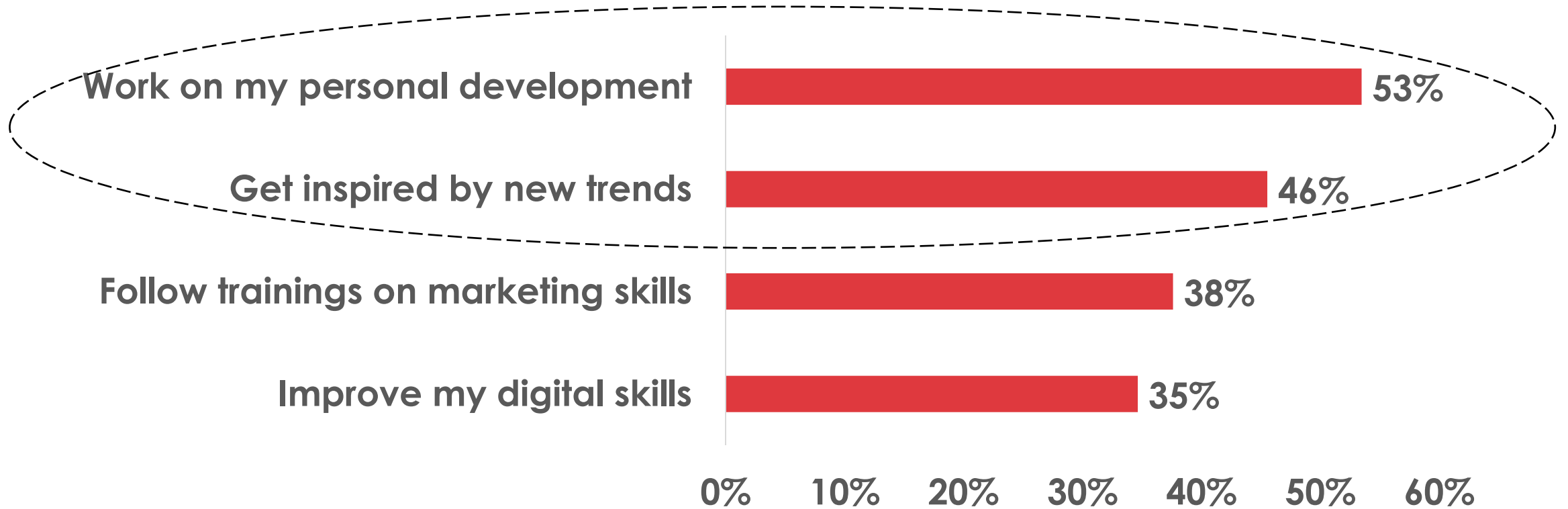


The biggest struggle of working from home is the **lack of personal contacts for 42% of marketers**



Marketers are social animals. They've adjusted quickly to this new context and show resilience, although they struggle with the lack of personal contact. Managers should take this into account and make sure connection moments are facilitated within their teams.

In their spare time, marketers want to boost their personal development



This is a good tip for managers: to keep your team engaged, why not encourage them to subscribe to trainings, inspiring webinars, ...?

4

**A slowdown is
predicted in the
marketing job
market**

Companies are cautious with hiring policies and mostly postpone decisions

38% of marketers confirm a **delay in hiring** for their teams



24% are experiencing a **hiring freeze**



Uncertain times logically lead to a delay in hiring policies. This trend will evolve along with the situation, based on the length of confinement. It could, however, have an impact on the interim market.

5

**Post-Corona, there
will be a new era
worth preparing for**

Marketers rightly foresee a change coming in the market and most are preparing for it

3 out of 4 marketers expect a change in consumer behavior after the Corona crisis



But only 2 out of 3 marketers are preparing for this change



One third of the market is not adjusting or preparing for after Corona yet. We recommend to strongly focus on this post-era: now is the time to create a competitive advantage!

What is next?

Like the rest of the population, marketers are clearly affected by the Corona crisis. And this is just the beginning: change is clearly on its way.

Demonstrating strength and resilience, most marketers are eager to turn this crisis into an opportunity and are trying to adapt their business to a new context.

As always, there remains room for improvement; the largest gap currently lies in digital capabilities, both related to manpower and tools/techniques.

Now is the now time to turn this context into a competitive advantage and prepare for the future. [Get in touch](#) or reach us via info@thom.eu to see how we can support your team and business.

Get ready!

The House of Marketing