

Polish your marketing plan to unlock a brighter 'new normal'

# 5 KEY QUESTIONS

you should be asking your customers as lockdown eases

## MINI-MARKETING COURSE

### PART 1 OF 4

#### GAINING ESSENTIAL CUSTOMER INSIGHTS

5 key questions to understand how Covid-19 has affected motivation and buying behaviour.

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## Do you need to adapt your marketing message? Is your business offering still relevant?

As lockdown eases, it's essential to communicate with your customers:

- To understand the impact the Covid-19 pandemic has had upon their businesses
- To nurture your relationships and adapt your business offering if necessary

Below are some tips and questions to give you greater insight into your customer journey, during and after Covid-19 and Brexit. Part 1 of this course gives you the fundamentals of marketing psychology; you'll gain powerful insights to enable you to make informed marketing decisions and continue to offer customer value over your competitors.



**BEFORE**  
Be mindful and balanced. Many people have been operating in survival mode and they may be sensitive. Offer to sign a non-disclosure form.



Ask if you can record your conversation. This will enable you to focus, rather than scribbling notes throughout your conversation.



Explain you have five important questions to ensure your business can adapt if necessary, to continue to offer value.



Be transparent and share that you want to learn what has changed for your customer during the pandemic.



**DURING**  
Use the tried-and-tested coaching technique of LISTENING and giving your full attention. No matter how tempted you are, don't try to sell.



What are you learning? Do you need to adjust your business offering and/or delivery in order to be perceived as offering good value in the 'new normal'?



Notice if there is a change in the language and tone of voice that your customers are using. You can use the words they use, to make sense in your marketing.



Attention spans may be shorter, and behaviour towards you may be different. Don't take it personally if the conversation is shorter than usual.



**AFTER**  
If you serve more than one sector, pay attention to how the answers vary between sectors. You may need different messages to each sector.



The answers generated will help you formulate a focused marketing plan to ensure your business provides value in the 'new normal' and through Brexit.



The responses to the questions below provide valuable insights to help you keep your marketing material fresh and relevant.



In Part 2, we will polish your marketing plan using insights gained here. Watch out for the accompanying video for Part 1 which will shortly be emailed to you.

## 5 KEY QUESTIONS to ask your customers



### "What does the 'new normal' mean for your business?"

Listen to language used by your customer, so you can use similar words and phrases on your website and brochures. If relevant, and you feel comfortable, ask how the 'new normal' will affect their Brexit plans.

### "How has your business changed since Covid-19?"

Has your customer adapted and made a new product to serve the Covid-19 pandemic? If so, will they continue to make that product? Do they have further diversification plans? Taking this much interest, without selling, will demonstrate your interest.



### "What have you learned from the Covid-19?"

Listen to language used so you can use their words on your marketing materials. How do words differ between different people you speak to?

There might be ideas you can use for your business too! Be ready to share what you have learned.

### "What will you and your business do differently?"

Will your customer be streamlining or expanding? Working remotely? Doing more digital? Expanding/reducing exports? Is your offering now relevant? Think about the 7Ps of marketing. See our website for further details on this.



### "What are your top three challenges as we head into the 'new normal'?"

How have their challenges changed from before? It would be useful to have their prior challenges to hand, as this is an opportunity to demonstrate your key account management without selling. How can you adapt your website and brochures to be more relevant to their challenges? Are these challenges generic in the sector or business specific?

#### PART 1 GAINING ESSENTIAL CUSTOMER INSIGHTS

5 key questions to understand how Covid-19 has affected motivation and buying behaviour.

#### PART 2 MARKETING PLAN TO GROW IN THE 'NEW NORMAL'

Use the insights from PART 1 to create a focused marketing plan.

#### PART 3 IMPROVE ONLINE PRESENCE USING CUSTOMER INSIGHTS

How to use insights from PART 1 for powerful digital marketing content.

#### PART 4 CREATE A SHAREABLE ONLINE MARKETING TOOL

Create a relevant tool, using language and insights you have learned in PARTS 1-3.

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