



HOW TO ADAPT YOUR MARKETING TO

THE POST-COVID ERA

Presentation by

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A word cloud of marketing-related terms in various colors and sizes, arranged in a circular pattern. The words include: Finance, Product, viral, Promotion, sales, team, business, internet, social media, presentation, represent, management, price, marketing, strategy, recommendation, market, innovation, advertising, distribution, quality, branding, design, blogs, place, growth, store, planning, and manager. The words 'marketing' and 'strategy' are the largest and most prominent. The background of the word cloud is white with faint lines and a pink highlighter tip.



Kalea is a...

WIFE

Married 16 years

MOTHER

23 year old son and 15 year old daughter

FOREVER STUDENT

Two Master's Degrees

- Criminal Justice
- Public Administration

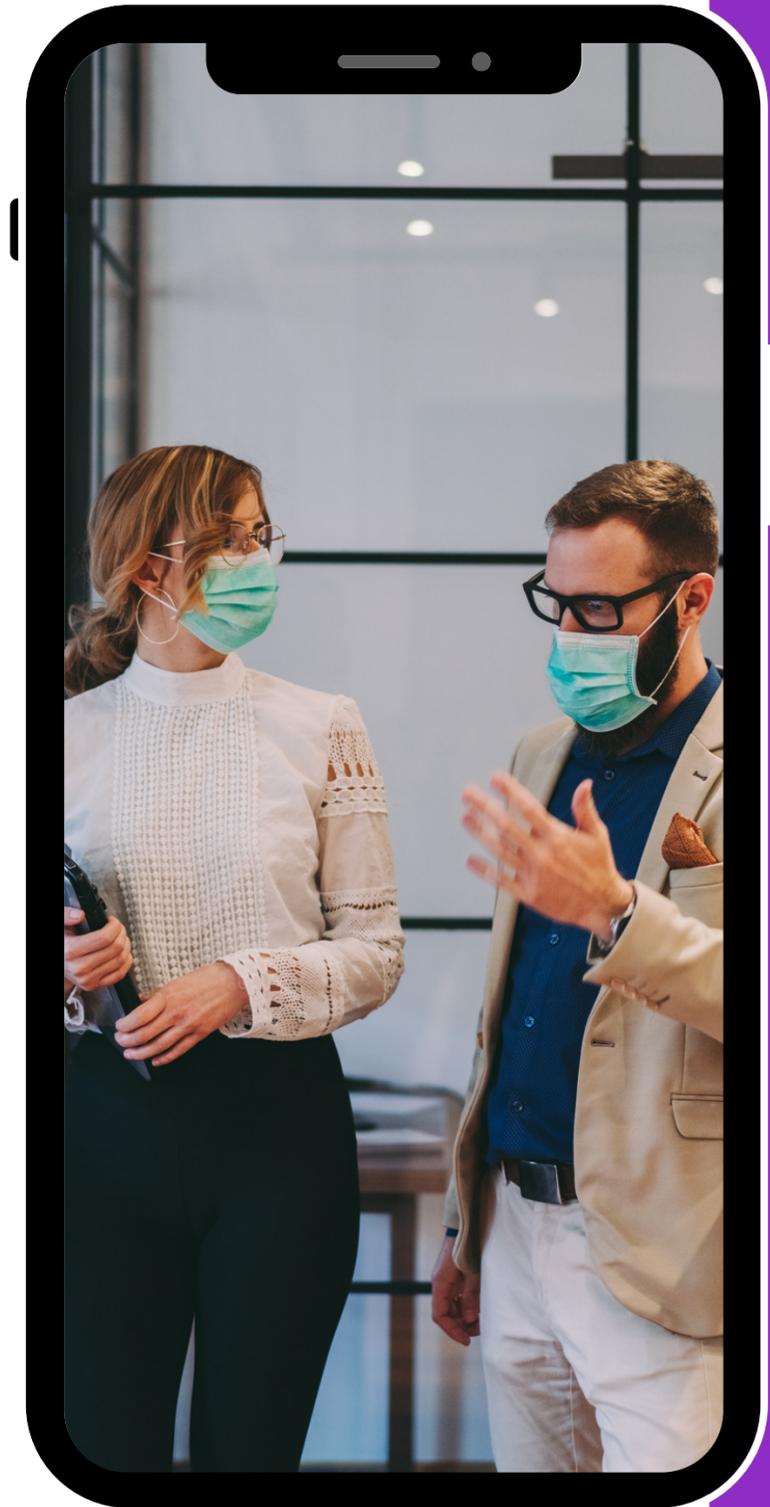
BUSINESS OWNER

KSW Social Media Management

INTRODUCTION

Covid changed the way many businesses reach customers. These tips will help your business succeed in a post covid era.

It's no secret that the world has changed a lot since the outbreak of Covid-19. And as society continues to adapt to the new normal, so must businesses. This is particularly true for marketing departments, who have to find new ways to promote businesses and engage with customers in a post-Covid world.





THE NEW OPPORTUNITIES FOR BUSINESSES

Despite the disruptive changes the pandemic brought to workplaces, there are a few opportunities that businesses can capitalize on in order to bounce back and thrive.

1

BUILD AUTHENTIC CONNECTIONS



BUILD AUTHENTIC CONNECTIONS

- Brand messaging and outreach is important.
- People seek personalized approaches.



2

**EXPAND YOUR
DIGITAL WORLD**



EXPAND YOUR DIGITAL WORLD

- How many platforms are you using for marketing?
- How social are you on social media?
- Where are your people?



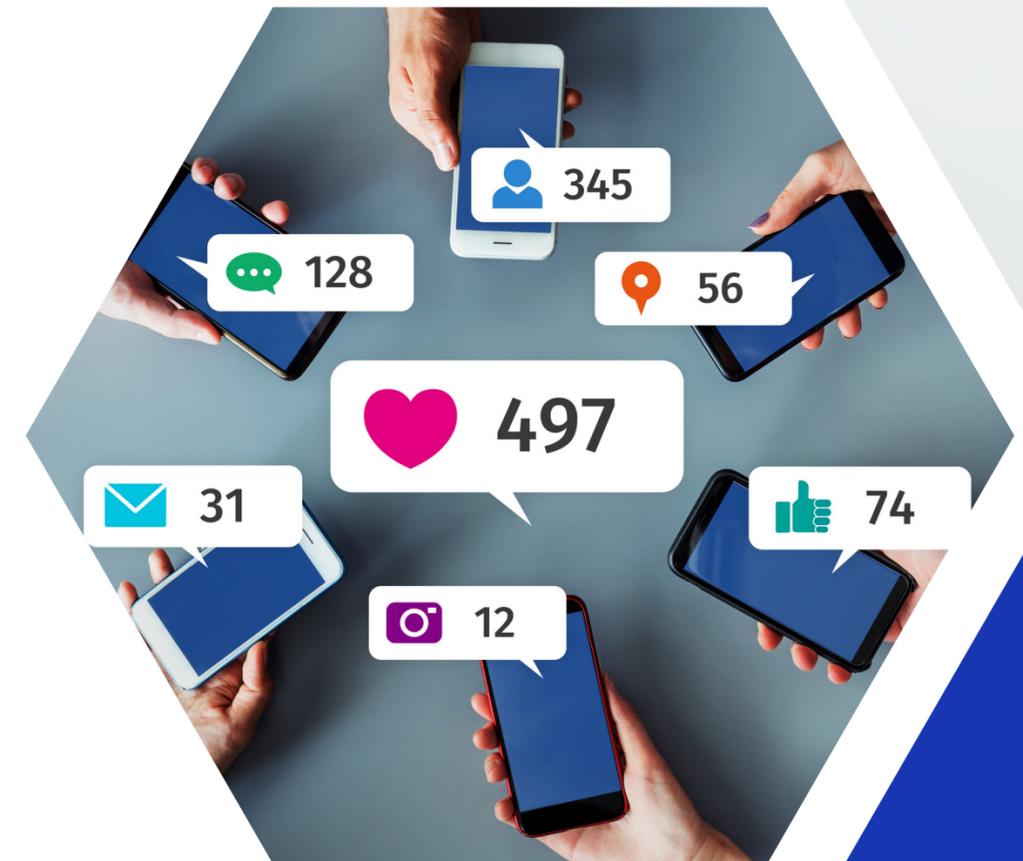
3

INVEST IN INFLUENCER MARKETING



INVEST IN INFLUENCER MARKETING

- Reach Highly Specific Audience Directly
- Boost Engagement
- Build Brand Authenticity





HOW TO ADAPT YOUR BUSINESS TO THE POST-COVID ERA

1

**KNOW YOUR
CUSTOMER
SEGMENT**

A corkboard with a note pinned to it. The note is white and has the text "Know your Customer" written in black, handwritten-style font. The corkboard is set against a background of yellow and purple geometric shapes.

Know
your
Customer

KNOW YOUR CUSTOMER SEGMENT

- Who are you talking to?
- What problem are you solving for them?
- How are you connecting with them?



2

**DELIVER
EXPERIENCES TO
THE CUSTOMER**



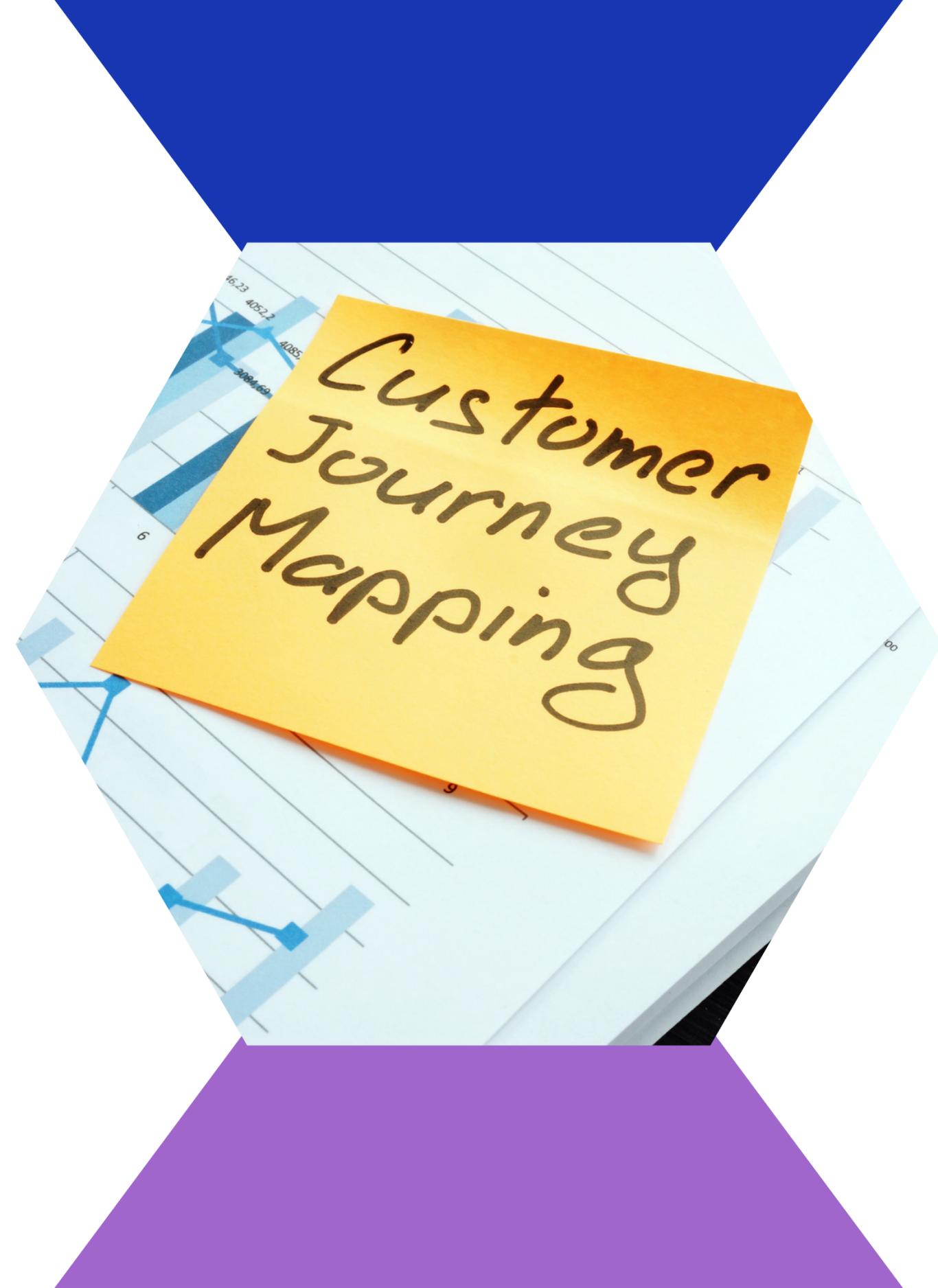
DELIVER EXPERIENCES TO THE CUSTOMER

- How does your business stand out?
- What are you doing to be remembered?



3

**FOCUS ON THE
CUSTOMER JOURNEY**



FOCUS ON THE CUSTOMER JOURNEY

How does your customer feel when they shop with you?





Questions?

Ask me anything



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CONTACT US