



# HOW TO ADAPT YOUR MARKETING TO

THE POST-COVID ERA

Presentation by

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# 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

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

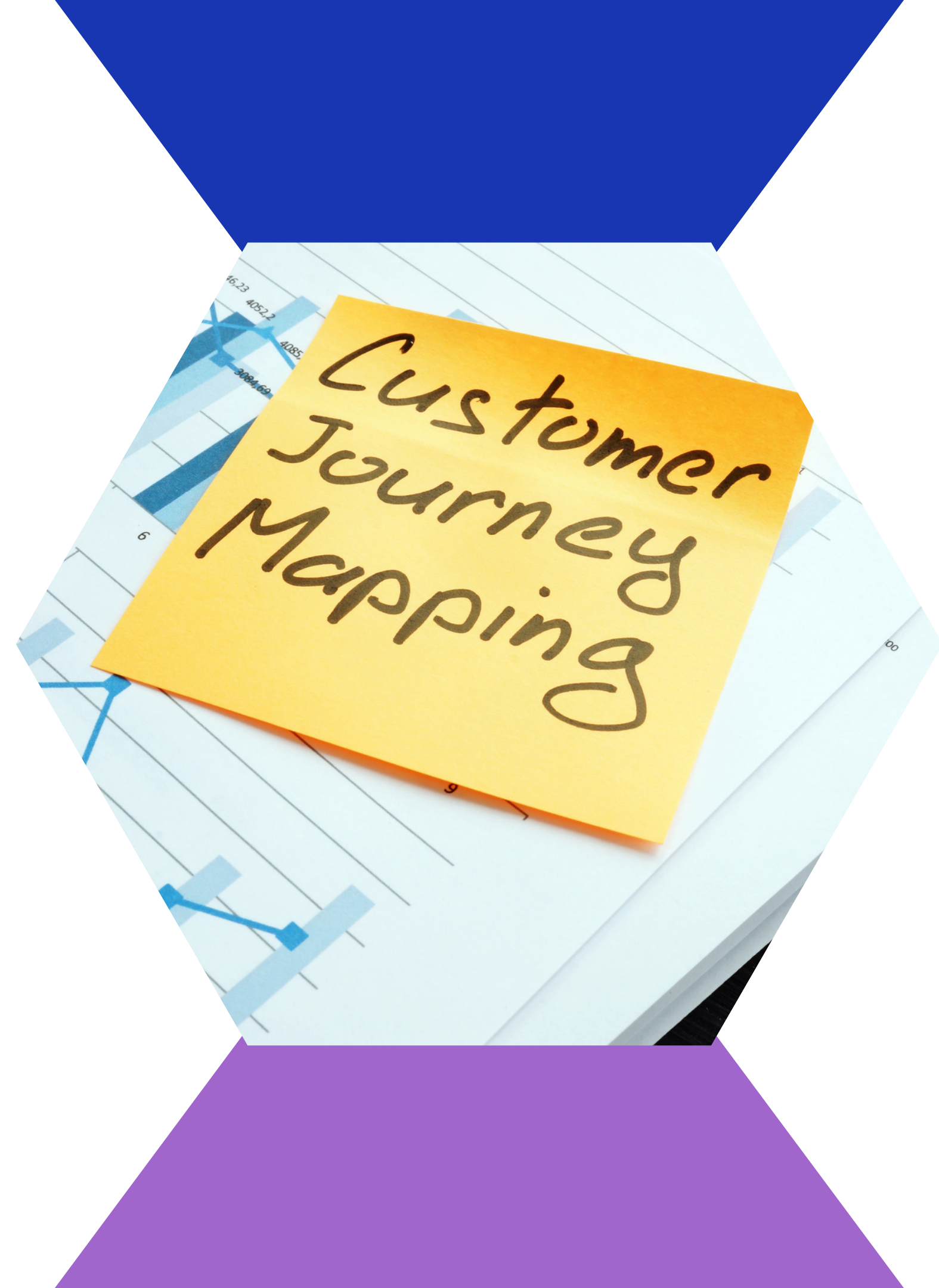
- How does your business stand out?
- What are you doing to be remembered?





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





# Find and contact us



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