



MARKETING DURING UNCERTAINTY

The Ultimate Checklist

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INTRO

Realities of inflation and recessionary anxieties threaten to put everyone on edge, especially those in charge of marketing efforts. Cutting back on effective marketing spending, however, is the exact wrong strategy for companies to navigate a challenging economic climate. Instead, when it comes to your marketing budget, the decision-makers should lean into the curves. How? By making sure the marketing department, or your agency partner, can take advantage of any remaining demand and position the company for faster growth as economies recover.

One of the lessons learned from the pandemic is that every challenging circumstance has an inverse opportunity. Adversity forces clarification and gives those who pay attention the chance to get more in tune with customer needs. Additionally, it rewards companies with well-organized marketing budgets that are able to identify the casual links between their operations and know where to spend their next dollar wisely and where cutting down won't hurt their main business.

According to research, the businesses that recovered the fastest from prior recessions typically **grew rather than decreased their marketing budgets**. Yet, they altered their marketing strategy and timing in response to shifting market conditions. We hope that this eight-step marketing checklist will get you on the right path for creating successful, intentional marketing strategies during financial uncertainty.



1

**DETERMINE
CLEAR
CUSTOMER
PATHWAYS**

1

If you don't already have a good understanding of the customer journey from lead to close, you should start there when reconfiguring your marketing strategy during uncertain times. This information enables your company to identify any gaps between your target audience and the customers you have actually attracted. In order to better match your digital marketing efforts with sales, your team should look for ways to improve messaging, targeting, and alignment to adapt your marketing strategy for success in today's world. In fact, a study from [Forbes](#) found that **positive interactions lead customers to spend as much as 140% more.**

In order to mark this stage of your checklist complete, you need to create a customer journey map. This map is a visual depiction that enables you to better understand from your consumers' perspectives the entire experience (from beginning to end) with your brand. You'll be able to determine the type of customers you're targeting, as well as their goals, identify customer touch points and actions, and understand your available resources along the customer journey so you may take action. To learn more about Customer Journey Maps and to download a free template, check out one of our premier partners' resources, [Hubspot](#).



2

UPDATE USER PERSONAS TO THE TIME

2

Essentially, a buyer persona is someone who is already interacting with your brand or whom you'd ideally like to interact with your brand that hasn't already. They are semi-fictional representations of your target customer based on data and research. Have you already established who your business' ideal prospects or buyer personas are? And if so, when was the last time you revisited their demographics, pain points, buying triggers, wants/needs, and more?

If you want the best chance of success during financial uncertain times, then you need to conduct new research and potential surveys/interviews to revamp or establish accurate user personas. Be sure to **evaluate economic changes** based on their age, gender, income, household size, location, stage of life, purchasing decisions, and more. To learn more about creating personas, check out our free Persona Guide [here](#).



3

**OPTIMIZE
LANDING
PAGES
& LEAD
GENERATION
FORMS**

3

With a critical eye, examine the conversion points on your forms and landing sites. Our Envision digital marketing team advises being extremely selective about the number of form fills you ask your end user to complete, as well as the quantity and quality of Call To Action (CTA's) throughout your site. If conversion rates aren't what you want them to be, a good tip is to consider moving the CTA up the funnel and developing a nurturing strategy before giving up on a marketing strategy entirely. This ultimately means enforcing a CTA much earlier in the user journey to increase conversions.

Additionally, companies are increasingly investing in the optimization of their websites in 2023, with 74% of companies doing so in the past year ([CMO Survey](#)). While web design may often be thought of as the appearance of your website, it's just as much about the functionality and navigability of your site. It has to feel as nice as it looks. You want your visitors to be able to find all the information that they're looking for. Work on things such as loading speed, accessibility, and mobile responsiveness. These are often the top reasons for visitors to leave a site. According to [Goodfirms](#), **88.5% of users will leave a site because of long loading times**. It would be unfortunate to lose out on customers for reasons like these that are easily solvable within almost any marketing budget.



4

REVIEW CUSTOMER FEEDBACK

4

Once the sale or conversion is complete, keep going. Be aggressive about focusing your marketing strategy on gathering customer feedback, whether it comes from internal programs, user evaluations, product or service reviews, or even through your posts on social media. Your present clients might be a source of product innovation. You may utilize client retention as a **crucial growth lever by raising customer satisfaction** through feedback. For example, if you're a real estate agency, asking customers for testimonials of their experience can allow you to pinpoint any weaknesses in your processes and improve them for next sale. Additionally, these reviews or testimonials are a great way to showcase the quality of your services to potential clients on Google, social media, or your website.



5

**DETERMINE
CHANNELS
WITH THE
HIGHEST ROI**

5

When the economy is uncertain, you might need to reallocate the buckets in your marketing budget and concentrate your limited resources on the channels that yield the best returns. **When there is no margin for mistake, use historical data and analytics to inform your choices.** Set aside marketing budget for projects that produce results, and spend it on media and content that appeals to your target audience during these times.

In order to mark this stage complete, you should analyze all channels you are marketing on, (including but not limited to Facebook, Instagram, LinkedIn, TikTok, Youtube, Pinterest, Google Search & Display Ads, Meta Ads, Google Analytics, and even on your CRM platform) and determine which channels you're the most successful on, and those that aren't as effective. By doing this, you can determine which channels to focus your paid and organic efforts on in order to get the highest return on your investment or bang for your buck in 2023.



6

SHOWCASING ADDED VALUE

6

The value a product provides in terms of user needs and potential customers' problems is one of the factors that is currently crucial to its marketing. The emphasis must be placed on describing the advantages or contributions the product would make to the lives or routines of the target audience rather than just highlighting the product's features. Creating and showcasing value.

You can create consumer value digitally by offering loyalty programs, free virtual webinars and events, price transparency online, and much more. According to [3 Tier Logic](#), consumers in paid loyalty programs are **62% more likely to spend more on the brand and 59% more likely to choose the brand over competitors**. Connect with your audience and ensure your content provides the extra value to keep them coming back even with increased inflation prices.

There is something to say about brand recognition here as well. Brands that can stay at the top of consumers' minds will take precedence financially compared to other brands when consumers decide where to cut back on spending. When you showcase your brand's value add, you'll be sure to stay at the top and ahead of your competitors.



7

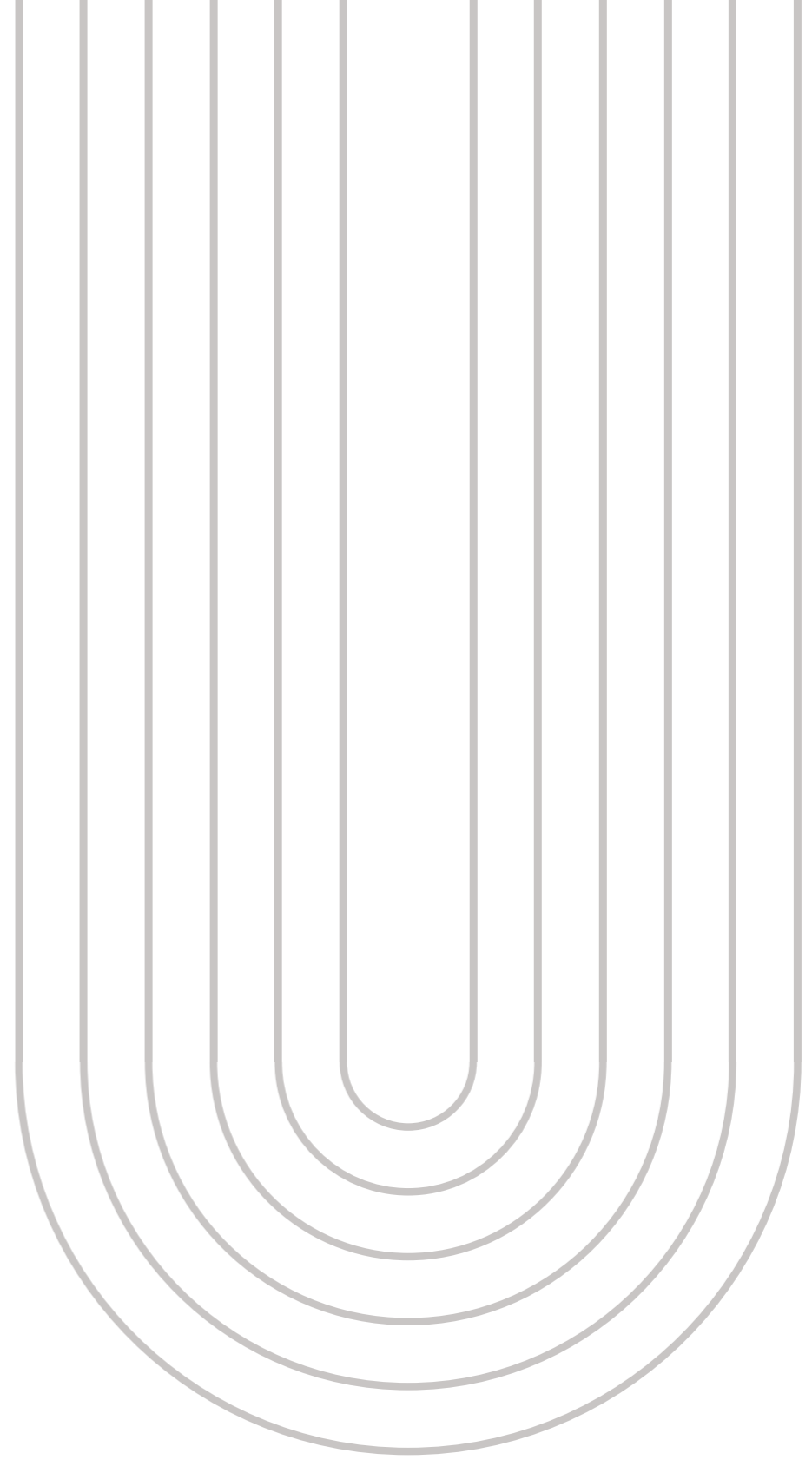
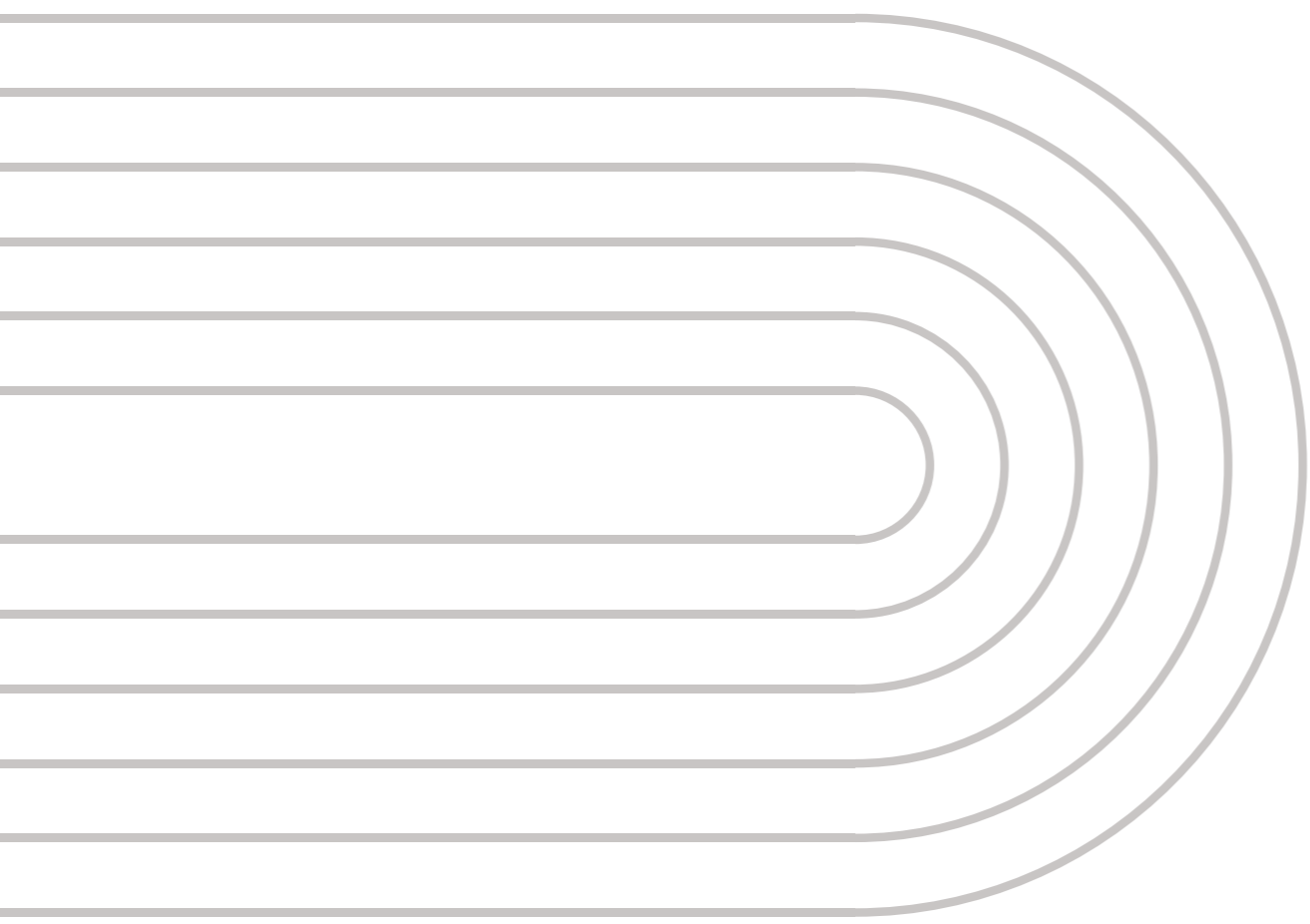
**ADD A
HUMAN
ELEMENT &
EMPATHETIC
TONE**

7

Did you know that **31% of advertisements today are emotion-based?** (According to [DigitalHumans.com](https://www.digitalhumans.com)) It's critical at all times, but especially in difficult times, to ensure that your marketing initiatives reflect the principles of your company.

By putting forth a human and empathetic tone, you can really relate to your target audience or customer. One way to do this is to consider whether the circumstances that result in a person having a problem have altered. The focus is then on making an immediate and realistic correction. According to a study done by [PwC](https://www.pwc.com), over 64% of U.S. consumers, as well as 59% of all consumers, feel companies have lost touch with the human element of customer experience. Be the change. Be the brand that makes a difference by using the human element we all truly desire.

For example, Airbnb made it easier for customers to rent homes to work from home, catering to the change in the digital workplace. You'll stay on the path to development and achievement if you look for an emotional reaction based on the new value promise. Looking for proof of this type of approach? Airbnb was valued at \$81.3 billion at the beginning of this year, making it the 117th most valuable company worldwide. (Source: [Companies Market Cap](https://www.companiesmarketcap.com))



8



NARROW IN ON EXISTING CLIENTS

8

Getting new clients is crucial, but maintaining them is equally, if not more, crucial. According to studies, keeping current clients is substantially less expensive than acquiring new ones. Also, as consumers continue to do business with you, their lifetime value improves. A satisfied customer is a customer for life, as we like to say. While you can't ignore acquiring new customers, investing in and concentrating on client retention can help your business' bottom line more rapidly and significantly. You can improve client retention by **1)** Providing excellent customer support, **2)** Communicating consistently and effectively, **3)** Personalizing the customer journey **4)** Tracking and measuring analytics (KPIs) that are beneficial to the client **5)** Obtaining customer feedback to continually make improvements.

In addition to improving customer retention and experience, is to evaluate your current customers' needs and ensure whatever current or past products and services your business has produced for them meets all of those needs. If not, then you have another avenue for upselling opportunities. This creates more potential impact on your bottom line, which is crucial during any time of financial uncertainty.

LOOKING TOWARD THE FUTURE

Although navigating through uncertainty is never enjoyable, you can never go wrong with an empathetic stance for your consumers, trustworthy internal implementation, and a growth-oriented mindset. By embracing change and adhering to these best practices, you can accelerate your digital marketing growth. As our Founder and CEO, David Smith, says, **“Businesses should not cut back on marketing spending or efforts during financial uncertainty, but rather double down and focus on intentional strategies that produce real results,”** (i.e. leads, sales, conversions, and awareness.)

If you are in search of a marketing partner to guide you through uncertain times, then Envision is the team for you! We have over 21 years of experience repositioning brands for success and have managed to do this through extreme market crashes and even a Global Pandemic. Check out [our work](#), view our [free resources](#), and [get in touch with our team](#) today to get started positioning your business successfully!

ABOUT ENVISION CREATIVE

Envision Creative is an Austin, Texas, client-centric marketing agency that elevates businesses and brands in the digital world. We are committed, and passionate about repositioning clients for success with built to scale strategies and actionable results.

Starting in 2001, E|C is consistently recognized as a leading digital advertising firm, with accolades such as being ranked a Top Digital Strategy Agency, Full Service Marketing Agency, Social Media Marketing and Creative Agency, Advertising Company, Inbound Marketing Agency, and more for the year 2023 by media marketing review platform **Clutch** (the world's leading source for B2B ratings and reviews!) Additionally, Envision was listed amongst the **Best Digital Marketing Agencies in Austin** by **Expertise.com**, as well as being named **Austin's 2022 Top Reviewed Digital Agency** by **The Manifest**.

More than winning awards, our **5|E Repositioning Formula** is the key driver for success in everything we do. We Explore, Execute, Engage, Evaluate, and Elevate campaigns to reposition businesses and achieve sustainable success. Our talented in-house team of designers, digital marketers, and copywriters come together to execute a refined strategy by connecting people to products and services with a technical edge.

Envision Creative continues celebrating successful campaigns and results by delivering the highest quality marketing services in the industry.