



# POST COVID-19

## DIGITAL MARKETING PREPARATION CHECKLIST

Syndacast<sup>®</sup>





Established since 2008, and specialized in digital marketing from day one, Syndacast is known by many brands across Asia Pacific as the long term digital marketing partner with various services and products that help brands uplift performance.

Unlike other agencies and media companies that encourage brands to spend more on advertising, our aim is to help brands save budget. We treat your business like our own.





# THE IMPACT OF COVID-19 OUTBREAK ON DIGITAL MEDIA

- 01** With a lot of downtime, people tend to consume more digital media than ever, such as: YouTube, streaming platforms, and social platforms.
- 02** As the majority of consumers tends to avoid stores and crowded places, the demand for ecommerce, delivery services and online groceries shopping has seen a drastic increase in many countries.
- 03** While offline and out-of-home ads become less effective, digital ads (social, display and video) are seeing a better engagement rate and probably drive more demand (although for some industries it is still difficult to maintain sales volume during this period and search volume drops significantly for certain industries).
- 04** The internet was strained due to people working from home with online conferencing and heavy streaming.
- 05** Ad budgets have already reduced in many businesses, such as hotels, airlines, restaurants and retail, but not everyone sees this as the answer. Companies that can drive engagement and warm up the demand through-out this period can gain an edge on the big competitors.

- COMPANIES THAT DO NOT ADAPT WELL TO DIGITAL TRANSFORMATION WILL SEE THINGS DIFFERENTLY NOW.
- IN MARKETING, DIGITAL SOLUTIONS HAVE PROVED TO BE MORE EFFECTIVE AND WILL BE THE FUTURE OF MARKETING.





## **PSYCHOLOGY & BEHAVIOR 01**

Consumers gain new perspective and conscience which can change their long-term behaviors.

## **05 MOBILITY**

Decision to travel to some place will be made with more considerations which will have an impact on many industries.

## **PRICE COMPETITION 02**

A lot of services and products have dropped their price ranges and this change is not short-term.

## **06 COMMUNICATION**

With more concerns and conscience, consumers will speak more with brands and need to talk at personal level.

## **FLEXIBILITY 03**

People will require flexibility in the way they purchase: free to cancel, free to return, etc.

# **MAIN FACTORS THAT ARE RESHAPING THE MARKET DURING AND AFTER COVID-19 PANDEMIC**

## **07 DIGITAL TRANSFORMATION**

Digitization in organizations will take place at a larger scale and will be permanent.

## **FUTURE CONCERN 04**

People care more about the stability of their life and future, this also changes their behavior.

## **08 LOCALIZATION**

Certain local products and services may be seen as more important than before, and have better chance to grow.

# THE POST COVID-19 RECOVERY STEPS

## LOCAL

When domestic market is reopen, certain products and services can regain revenue.

## INTERNATIONAL

International travel and businesses can regrow at larger scale.

## REGION

Neighbor countries may reopen for travel and commerce to resume.

## NORMAL

Everything is back but not the same, hence the '**new normal**'.

- BUILD YOUR PLAN IN PHASES, AND ALLOCATE THE BUDGET ACCORDINGLY.



# SYNDACAST'S RECOMMENDED CHECKLIST

# KEY QUESTIONS EACH BUSINESS NEEDS TO ADDRESS TO CREATE A DIRECTION

**01**

How has COVID-19 had an impact on your consumers behavior and demand? Pros and cons.

**02**

What are the concerns of your consumers from now on?

**03**

How can your product adapt to resolve these concerns in a positive way?

**04**

How do you plan to announce these adaptations and make the products more attractive?

**05**

Is there a new market segment that you can explore and dominate?



# IT'S TIME TO REVIEW WHAT WAS DONE IN THE PAST

**What can you learn from the visitors that came to your website (GEO/Device/Time)?**

Knowing this means you can improve your content/products/offers for your visitors.

**Finding the increase/decrease trends of your visitors (by GEO/Device/Time).**

Knowing this helps you identify what could have gone wrong and any new potential market segment.

**Compare the performance of your website vs other sales channels.**

Knowing this help you understand the strengths and weaknesses of each channel.

**Do you see any recent changes to the market segments during right before and during COVID-19, do you know why?**

COVID-19 will reshape the market segments, we may not know how it will change, but at least you can look for signals that might have come.

**Review the old advertising campaigns with your agency or your team, to see what worked, and what didn't.**

Use this knowledge to build a better campaign.





# REVIEW YOUR WEBSITE REGARDING SEO AND USER EXPERIENCE.

## TECHNICAL REVIEW:

- Google Analytics set up properly? Search console set up and linked to GA?
- FB pixel setup, LinkedIn pixel setup.
- Are there broken links, duplicated/unoptimized meta tags?
- Can you optimize image size/weight, site loading speed, SEO friendly urls?

## LANGUAGE:

ensure you have English, local language and language(s) of your main markets.

## CONTENT REVIEW:

- Why do people leave your website? What content angle is missing?
- Add new unique selling points and offers regarding COVID-19 concerns.
- Can you create new media to refresh the content?
- Can you shorten the long content while maintaining valuable keywords?
- Can you add in more content to drive SEO such as blog posts?

While you do this, prioritize the pages that get more visits first.

## EXPERIENCE:

- Can you do a survey on the website?
- Do you think adding price comparison function will help you convert more?
- Do you have a competitive products that you can activate based on different markets?
- Is the website open for a one-on-one chat that your users might want to use?





# SOCIAL CONTENT CHANNELS

## CHANNELS:

Make sure you have Youtube, Facebook and Instagram for all audience, and other channels that local customers use.

## FREQUENCY:

update your content as frequently as possible. Promote your hotel and your destination and update the useful content that a traveler might want/need to know.

## FORMATS:

Video is the most engaging formats, there are apps that help you create videos from images and text and fun animations. You do not always have to invest big budget.

## QUESTIONS:

Ask your audience question, use poll function, use infographics to capture their attention and engage with them.

## PERSONAL COMMUNICATION CHANNEL:

Be available to respond to comments and enquiries as soon as possible.

## GIVE BACK:

as people engage with your pages and they might help you spread the word around, it's important to push for this by giving back. It can be in a form of a voucher, a special promotion code, or a freebie.





# PAID SEARCH MARKETING /SEM/PPC CHECKLIST

## REVIEW:

past campaign performance, remove what didn't work and focus on what worked as well as what was missed.

## QUALITY SCORE:

review the quality scores of the keywords and optimize the landing pages and ad copies to improve.

## GRANULAR STRUCTURE:

separate campaign by strategy by market, and maximum 20 keywords per ad group.

## MONITOR:

competitor analysis, search impression share, search terms report, quality score of keywords, ad CTR, and ROI.

## PREPARE:

optimized landing pages, competitive offers and new messages that address the concerns of users.







# PROGRAMMATIC BUYING (BANNER AND VIDEO ADS)

## CLEAR MESSAGE:

what we are selling and what the offer is.

## BE SUITABLE:

who are we selling to? Can we localize the language, can we use an image that fits? Is the timing right for this offer?

## KEEP IT SIMPLE:

Benefits come first, features after.

## INSPIRE:

the key visual needs to inspire and create a positive feeling, people won't spend more than 5 seconds to dig deep into the detail. Avoid images with small details or too clustered.

## CALL TO ACTION:

Get offer today, Offer ends soon, Book now.



# SOCIAL ADS

## (FACEBOOK AND INSTAGRAM)

### UNDERSTAND AND DIVERSIFY DIFFERENT AD TYPES:

awareness ads to maximize reach, post engagement ads for driving engagements, and click to message ads to engage with users/lead generation ads to generate leads.

### ADDRESS THE CONCERN OF USERS:

Ad content should address the concerns of the audience or trigger what they have demand for.

### GIVEAWAY CAMPAIGN:

to create something new, some benefits that people can participate.

### PROMOTE POLLS/QUESTIONS:

Keep people engaged and understand them more.







Syndacast<sup>®</sup>

# CONTACT US

**FOR A FULL AUDIT & PREPARATION FOR YOUR CAMPAIGN.**

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