AVIATIONPROS.com

Marketing Trends Update



Marketing in Challenging Times

In challenging business environments, expectations of marketers are raised to new heights. Between managing critical marketing communications, ensuring existing campaigns are still relevant, and reworking event plans, they're being asked to reimagine efforts they spent countless hours building just a few months earlier.

Similarly, business decision-makers are working desperately to keep workforces safe, maintain productivity, and preserve financial strength while maneuvering into new solutions to maintain human connections. Although some sectors will experience temporary shut-down, many industries will remain in full operation, continuing to deliver the products and services needed most.

Now more than ever, business-to-business media companies are being challenged to keep their professional audiences engaged and informed while providing vendors with innovative ways to generate awareness, build brand affinity, and drive traffic to their websites.

Endeavor Business Media has risen to the challenge. Our team of industry experts will continue to focus on delivering important insights and trusted news to those looking for answers to their biggest challenges. Our extensive portfolio of marketing solutions will keep brands top of mind while helping marketers quickly pivot into new solutions that will build marketing pipeline, create content marketing assets, and generate qualified leads that convert.

Delivering effective marketing in challenging times takes a village. Let us offer our guidance on building a solid multi-step marketing approach for success in this time of great uncertainty.



We're here to help.

Jacquie Niemiec

Vice President of Marketing Services

Endeavor Business Media

Marketing in Challenging Times

Keys to Success

- Maintaining Focus on Demand Generation
- Keeping Brands Top of Mind
- Providing Decision Making Resources
- Adjusting to New Lead Generation Goals
- Optimizing Your Engagement Strategies



Keep Your Funnel Functioning

High functioning marketing funnels require attention be given at all phases so that marketers are able to deliver a constant flow of quality leads to sales. In challenging times, priorities shift. Ensure marketing and sales are in in agreement, create relevant and useful content that helps prospects and customers solve their immediate challenges and maintain focus on both inbound and outbound activities.



DEMAND GENERATION IN CHALLENGING TIMES

- ✓ **Revisit and reconfirm goals with key stakeholders.**
- ✓ **Rethink in-person connections and pivot into virtual interactions.**
- ✓ **Create useful content that helps solve immediate challenges.**
- ✓ **Ramp up distribution tactics and build on those that are high-performing.**
- ✓ **Build a nurturing program that uses content to accelerate decision making.**



Beware. Major reworks of marketing plans, especially in challenging times, often find marketers pressured to shift budget, attention and resources to the end game of conversion.

Staying Top of Mind

In times of crisis, decision-makers and influencers rely on a variety of sources to stay up-to-date and informed on industry news, including: industry/trade media, search, and solution/ product suppliers.

Marketers who continue to brand and create awareness in industry channels benefit by conveying confidence to customers and prospects. Let them know you are here to help solve their immediate challenges.

Leverage a variety of tactics to engage target audiences in key channels and on mobile devices while they are staying up-to-date on the latest news that impacts their day to day.



Search is popular, but it comes with a price. Audiences report that search is challenging because it delivers too much information, the information is too general, or the reliability of the source is questionable.

WINNING COMBINATIONS FOR ENGAGEMENT

- Newsletter Advertising
- Infographics
- Quick Take Webinars
- Video
- Email
- Audience Extension
- Mobile Strategies

Winning the Engagement Game

Personalization

Smarter targeting and better understanding helps you deliver greater personalization and the relevancy expected by customers. Prioritize understanding customers' evolving behaviors and preferences to design more meaningful engagement opportunities in emails, landing pages, advertising and content recommendations.

26% Emails with personalized subject lines are 26% more likely to be opened.

Source: Campaign Monitor, The New Rules of Email Marketing

Video

Video as a marketing tactic continues to soar and is now being used at every step of the buyer's journey. From explainer videos to webinars to behind the scenes footage, there are many ways to grow and implement video into marketing strategies.

80% Videos on landing pages can increase conversions by 80%

Source: Hubspot; The State of Video Marketing in 2019

Podcasts

The on-demand and easy to digest format make podcasts much easier to consume in comparison to other media. A well done podcast can position companies as industry experts, building trust and credibility.

51% of Americans listened to a podcast in 2019

Source: Statista; U.S. Podcasting Industry - Statistics and Facts

Mobile

Be in front of decision makers who are more reliant on phones as schedules and work days are disrupted. Develop a mobile strategy that considers the full mobile UX from view to click through to landing page and forms.

50% Nearly half of mobile users switch to your competitor after a bad experience with your mobile site.

Source: quoracreative.com 101 Mobile Marketing Statistics

Decisions are Still Being Made

While businesses may be refocusing priorities in a time of uncertainty, they will be relying on operations and engineering management teams to lead the way in evaluating new equipment, technology and vendors for meeting new challenges and adopting new strategies, **don't go dark on them at their most critical hour**.

Develop helpful content that addresses the immediate needs, challenges and goals of target audiences, repurpose content that has proven to be high-performing in the past and consider reworking content into more easily digestible formats like infographics, videos or short-form content.

Leverage long-form content, ebooks, white papers and webinars to bring additional context to challenges and deliver insights for fueling complex business decisions.

Plan for Your [New] Goals

Marketers that have traditionally relied on in-person events for a majority of their lead generation are likely finding themselves reworking marketing plans and budgets, not knowing what the next couple of months have in store.

Revisit lead generation goals with key stakeholder teams and ensure all are in agreement on the type of lead they want marketing to deliver. Then determine how that will impact your budget, resources and timelines.

Solutions for Generating MQL's

Quizzes	Short Form Content	eBooks & White Papers	Webinars	Content Engagement Centers

Build a strategy and make adjustments to support lead generation goals

Focus on content packaging and how to leverage your best content in multiple forms.

Consider shortening forms and removing any 'nice to haves'.

Have an asset ready for follow up. Our research indicates that 96% of those that access evaluation and purchase-related gated content appreciate receiving additional related content from the same source.

Site not ready for lead generation? Consider a hosted option such as Content Engagement Centers that can manage lead generation and insights for you.



ENDEAVOR BUSINESS MEDIA

Modern marketers rely on a multi-step approach for keeping their funnels full and driving conversion. Our portfolio of solutions can help you do just that – from generating awareness and driving traffic to your site, to educating users through virtual bootcamps or creating distraction free environments that allows users to binge on content and move them further along in their journey. We have the target audiences you need to reach, the industry and marketing expertise to engage them and the solutions that will help you meet your goals

RESEARCH

- Insights
- Market Trends, Co-branded
- Proprietary



CONTENT MARKETING

- Content Creation
- Video
- Webinars
- White Papers
- Visual Storytelling



ADVERTISING

- Print
- Newsletters
- Digital
- Mobile
- Rich Media
- Sponsorships



CONNECTION

- Virtual Events
- Webinars
- WebChat Videos
- FastChat Videos



LEAD GENERATION

Solutions for demand generation and lead generation for all phases of your marketing strategies.



Contact Us Today and Meet your Goals