

# Influencing the Influencers

Marketing tips and tactics to connect with your audience and build awareness during COVID-19.

For building product marketers and sales professionals. Don't sit idle, build your content, assets and market awareness.

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**DONOVAN**  
+ASSOCIATES

*These tips and tactics have been developed by Donovan+Associates (D+A) to help building product marketers and sales professionals stay proactive and productive during our current situation with COVID-19. Although many of the marketing and communication principles are not new in concept, our approach and focus on virtual and digital mediums should be maximized to connect with our audience and create awareness in our markets.*

### **Stay connected...**

It's essential now, more than ever, to stay connected with your clients and key influencers, as most people are staying home to work and will not be traveling. Now should be an opportune time to be creative in your forms of messaging and connecting directly with your customers. Here are a few tactical ways to connect and strengthen your reach.

**EMAIL** - Continue with your email campaigns, focus on providing information that solves problems (product-related). Email is still the most effective way to communicate and build awareness and reinforce your brand equity.

**CONTENT** - Spend this time developing quality content. Creating a series of questions and answers that address industry or design issues is a great way to create new meaningful content.

**FREE RESOURCE** - In your email campaigns, create a call to action with a free resource. Your resource should be a simple pdf that provides solutions related to your product or service.

**CALL** - Pick up the phone and reach out directly to your customers and contacts. Now is a great time to connect directly and make a personal connection. Stay positive and focus on a recent project or new product solution.

### **Create and update your assets...**

Now is a great time to refocus some of your time and energy on your marketing assets. This would include photography, collateral, videos, and new content. Your new or updated assets should be used for social media posts, direct email campaigns, YouTube channels, company websites, etc. In the last week, D+A has completed two project photoshoots and has been working with multiple clients on new content.

### **Offer online education...**

If architects are part of your target audience, online education can be an excellent means to connect and showcase your product and product category. Online education can be live through a webinar platform such as GoToMeetings or Zoom or a recorded video presentation on your website. If you are offering an AIA approved course, make sure you understand the different requirements for "Live" and "On-Demand" presentations. D+A is currently creating two new AIA Courses, converting three existing powerpoint presentations into video courses, and promoting a live AIA webinar.

### **Build your list...**

Building your target list will pay huge dividends for both the short and long term. Identify your ideal customers or key influencers and add these people to your list of prospects. Start with identifying firms you want to work with, then find the people who work at those firms. Searching company websites is a great start, then searching on LinkedIn will quickly build or add to your targeted list of prospects. Over the last 30 days, D+A has added almost 1,500 new contacts to our master database of 21,000 U.S. Architects.

### **Explore new digital and virtual platforms...**

Now is the time to explore the various online platforms and new ways to communicate with your target audience. Consider...Podcast, Facebook Live, Video Conferencing, Text Videos, Vlogging, Instagram Stories, Zoom, GoToMeetings, etc. D+A has picked up activities in all of these platforms, both for our clients and our own company.

### **Fill your calendars and stay busy...**

Eliminate the white space in your calendars. Create your daily actions that include specific initiatives that will directly affect building brand awareness, continuing education, content development, and building relationships. Staying proactive and filling your calendars will not only help your business but help maintain some level of normalcy in your life during this crazy and uncertain time. Good luck and great marketing.