

 Avana | e-book

COVID-19 and Business:

Crisis or Opportunity?

Content

- Insights on consumer behaviour change
- Best practices for marketing strategy during COVID-19
- Move Online Now (or Never)

Malaysia announced its first Covid-19 cases on Jan 25 involving three China tourists who had entered Malaysia via Johor from Singapore on Jan 23

MCO

**Movement
Control
Order**

Announced by Prime Minister Tan Sri Muhyiddin Yassin

1st phase

**18th March 2020-
31st March 2020**

2nd phase

**Extended to
14th April 2020**

3rd phase

**Extended to
28th April 2020**

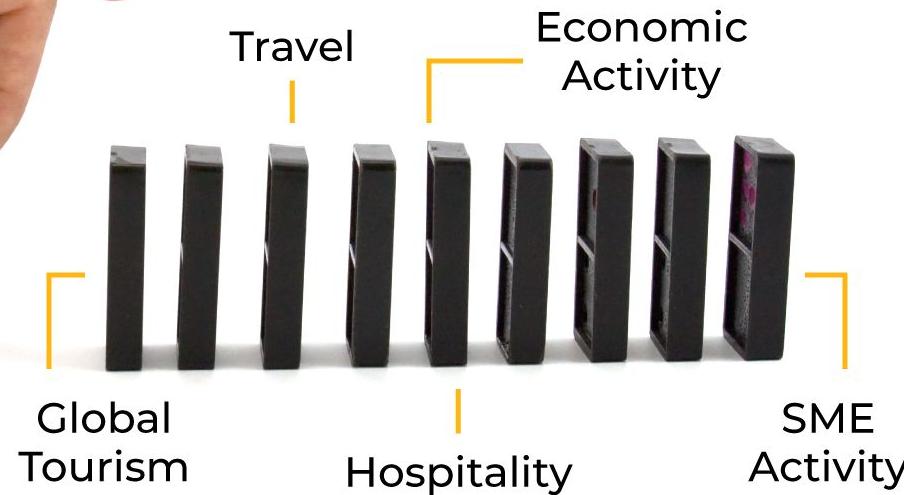
Source: The Star, Covid-19: Current situation in Malaysia





COVID-19

The DOMINO effect

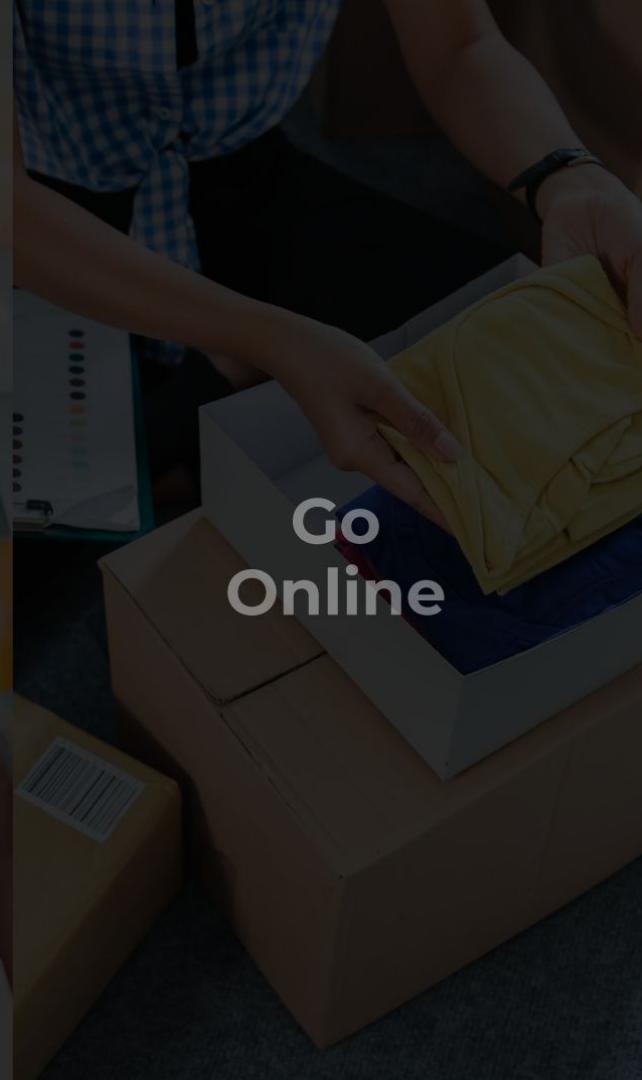


A close-up photograph of a woman's face and hands. She is smiling broadly, showing her teeth, and holding a black smartphone in her right hand, which has a gold-colored ring on the middle finger. She is wearing a light-colored, possibly white, top.

**Consumer
Behaviour**

A hand is shown interacting with a control panel or interface. The panel features a digital screen at the top displaying three rectangular boxes, each with the word "TEXT" in capital letters. Below the screen is a red pushbutton with a blue heart icon in the center. The background of the panel is grey, and there are other small icons and labels like "MEDIA" and "MOBILITY".

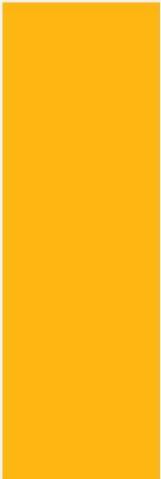
Marketing

A person's hands are visible, carefully placing folded yellow shirts into a large brown cardboard box. The box is positioned on a dark surface, and another smaller box is partially visible behind it. The person is wearing a blue and white checkered shirt.

**Go
Online**

60%

To be even more proactive about financial planning and security for the future



46%

Worried about falling sick



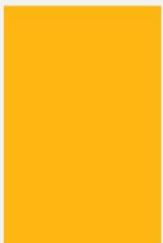
34%

Economic recession with the risk of people losing jobs



30%

Afraid of running out of essentials, results-panic buying



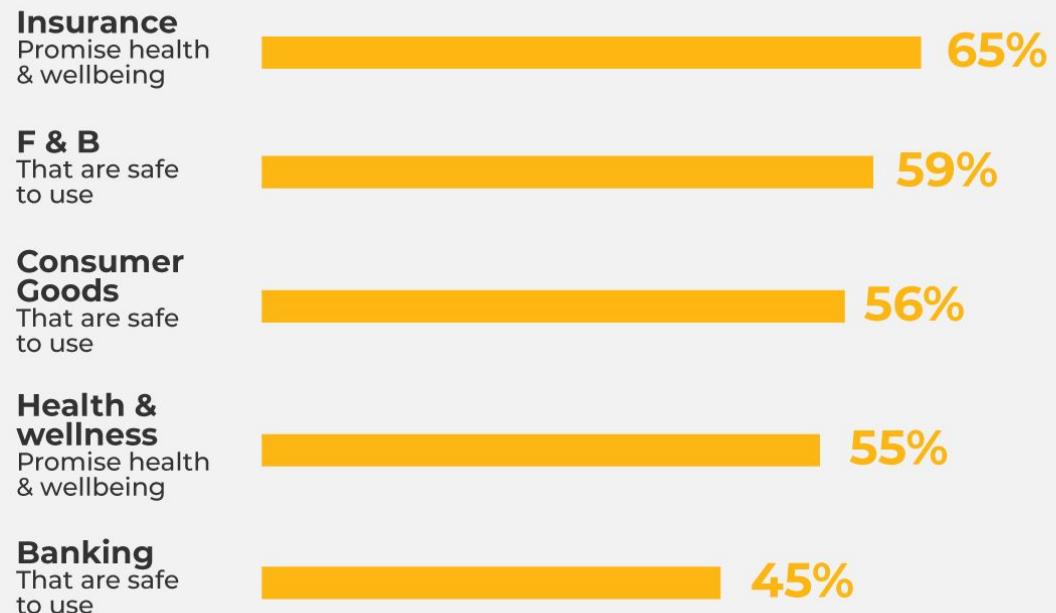
Consumers' concerns about COVID-19

Source: "COVID-19: What do consumers expect from brands?" by Kantar, Feb 2020





Consumers' concerns about products and services offered from brands



Source: "COVID-19: What do consumers expect from brands?" by Kantar, Feb 2020

Consumer Fear During Covid-19 Crisis

Personal & Family Health

Mental Health & Well-being

Job Security

Lockdown

Family Financial Security

The Economy

Spread of the Virus

Death

48%

of consumers in Asia are
hugely concerned about
COVID-19

Stages of Consumer Shifting during COVID-19



Phase I Anxious

After 1st COVID-19 case was announced

Consumer started to have awareness on health and hygiene

Demand: Mask, hand sanitizer, vitamin



Phase II Fear

COVID-19 cases increasing & practicing social distancing

Consumer started to WFH & learn to stay calm

Demand: Essentials needs, vid conference app



Phase III Panic

COVID-19 cases increasing drastically & MCO

Started to self-quarantine at home

Demand: Online grocery, Food delivery, Home entertainment



Phase IV New Normal

COVID-19 cases decreasing and ended

Normalize online buying, WFH & aware of hygiene & health

Demand: New Normal

A photograph of a young woman with long, wavy red hair, wearing a dark green sweatshirt. She is sitting at a wooden desk, looking down at her laptop screen with a gentle smile. A small white orchid in a brown pot sits on the desk next to her laptop. The background shows a window with light-colored vertical blinds.

**“Always look on
the bright side
of life”**

Monty Python, 2010

There are opportunities



Food and Beverages Safety

More than half of consumers have emerged as a main demand for the brand, attributing food safety as the biggest need



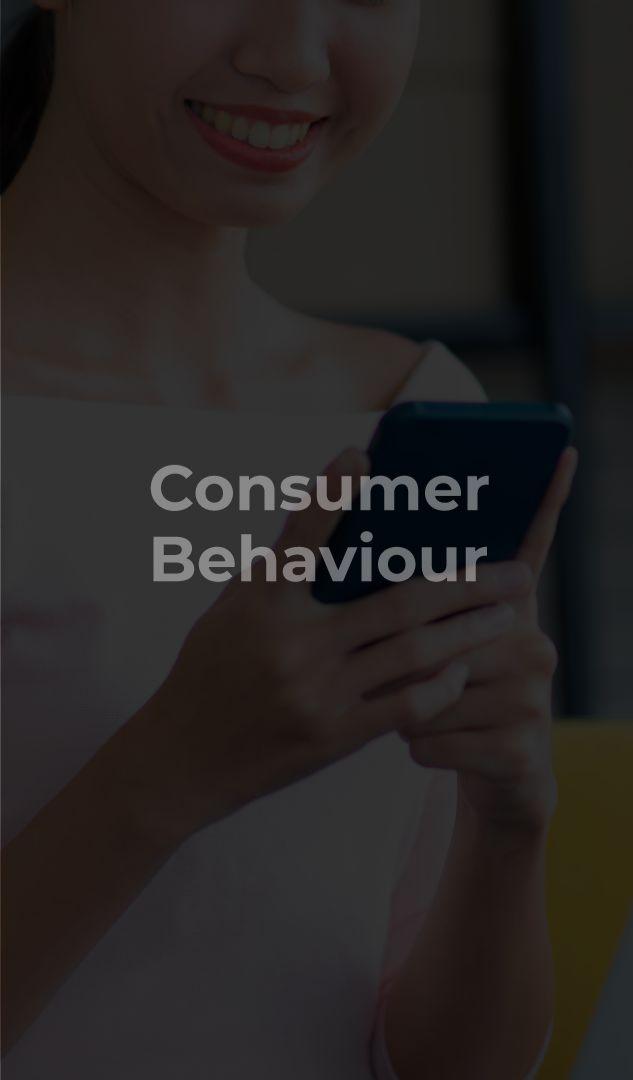
Insurance and banking

The insurance industry aims to develop more health and wellness items



Online Businesses

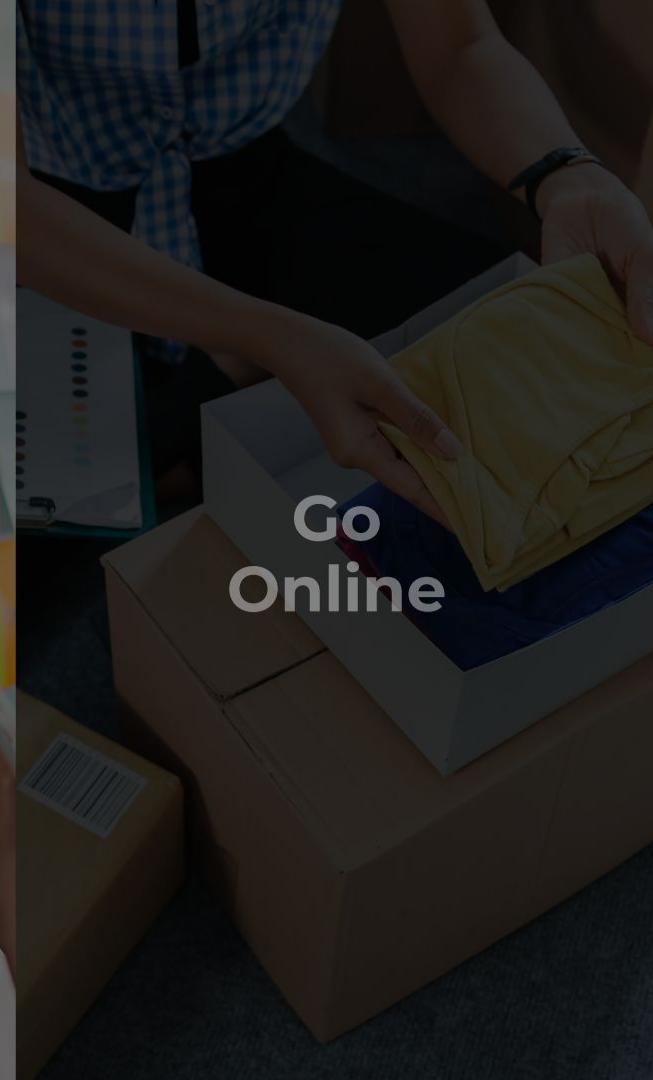
Most Malaysians already move to online during MCO. Groceries, food delivery, etc



**Consumer
Behaviour**



Marketing



**Go
Online**

What Can You Do For Your Business During Covid-19?

You are left with very few options:



Option 1

Do marketing, get more customers or die trying



Option 2

Don't do anything, wait for Covid-19 to be over and hope for the best.



“
**Hope is
Not a
Strategy.**

Vince Lombardi

Which leaves us with option 1,
DO MARKETING!

Do's and Don't of Marketing during COVID-19

Do's

Be empathetic towards buyers

Offer helpful, relevant info

Become a source of positivity

Clarify company's current situation to buyers

Don't

Overly promote

Share negative messages on socmed

Communicate without having important statement

Stay silent

Marketing Goal



Create Awareness



Deepen Relationship

The goal is **not to close the deal, but to create as much touch point as possible.**

So that when the dust settles, and they are ready to buy, you'll be on the top of the list.

Source: "7 Easy Ways To Do Marketing During Covid-19 in Malaysia" by Laman 7, Mar 2020



“

**There's always
opportunities in
every crisis**

- Luqman,

Group CEO AVANA, 2020



A woman with long brown hair is wearing a blue surgical mask and a white t-shirt with a repeating '@' symbol pattern. She is looking directly at the camera with a neutral expression.

COVID-19 and Digital Marketing

It's time for digital marketing to shine!

Billboards that would usually have been seen by thousands now stand beside empty streets, fewer people are venturing out to get newspapers and nobody is holding events.

“

Online traffic increase,
Digital ads audiences increase

Digital Marketing strategies during COVID-19



Update your
Google
My Business



Re-engage
with
your audience



Do paid
Marketing



Utilize
Social Media



Create
a Lead
Magnet



Update your Google
My Business

Keep your customer updated with your business current situation

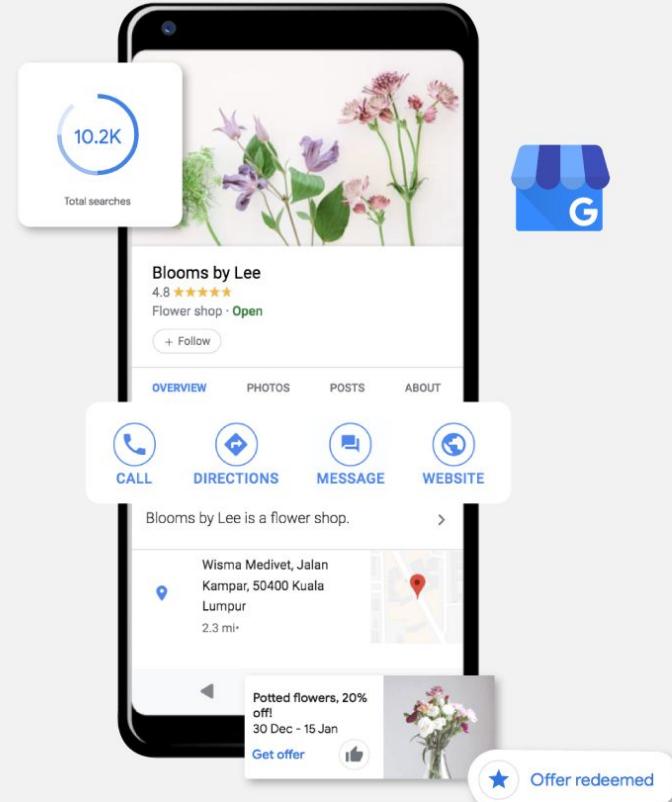
One of the easier way is to update your Google My Business account.

Don't look at this as one less click to your website;
look at it as a potential customer finding the information
they were looking for more easily. - Andrew Marks

How can it helps you during COVID19?

Connect with customers across Google Search and Maps easily.

- Helps Your Website Rank Better
- Learn More About Customers
- Control Your Information and Service Offering
- Manage, Showcase and Respond to Reviews



Source: Tech Wyse, Shannon Purcell

"WHY GOOGLE MY BUSINESS IS IMPORTANT FOR YOUR LOCAL BUSINESS", Andrew Marks, 2018



Do's and Don'ts on updating Google My Business during COVID19

What you can do

- Update your opening hours on your listing
- Add a Google Post explaining how your business is changing due to COVID-19
- Contact Google My Business support to mark your business as "Temporarily Closed"

What you should NOT DO

- Change your listing name to show you are closed.
- Set your listing as "Permanently Closed"

It's essential for local businesses to update their Google My Business page, especially when "nearby" or "near me" searches are the most common.





Re-engage with
your audience

**“ If you want a better life,
do QxQ – Brian Tracy**

Quantity of People x Quality of Relationship.

That is the number of people or network and improve your relationship with them. Remember our goal?

Deepen relationship with them.

E.g: ask them about how life, share funny images.

When communicate, **use first-person pronouns.**
It sounds more authentic.

First Person: I, We

Source: "7 Easy Ways To Do Marketing During Covid-19 in Malaysia"
by Laman 7, Mar 2020

20 Important Benefits of Social Media Marketing Every Business Should Know,
CoSchedule, Brady Dukart, 2018





How to build relationship with them?

1. Social Listening

"The act of monitoring social conversations around certain topics".

Why is it important for you and your team to do social listening?

- It helps you understand what's important to your audience
- Create content addressing their problems
- Identify the tone and language that target audience uses.
- Identify trends your target audience is following.

2. Social tools

You can always interacting with them via:

- Mass-email
- Socmed
- Through calls
- Direct Message
(Whatsapp/ Telegram)

Source: "7 Easy Ways To Do Marketing During Covid-19 in Malaysia"
by Laman 7, Mar 2020
20 Important Benefits of Social Media Marketing Every Business Should Know,
CoSchedule, Brady Dukart, 2018





**Do paid
Marketing**

Why you should do paid digital marketing?

Search for Digital Marketing Agency and strategy had increased during this crisis. This is why you should think about do paid digital marketing:

- To reach out to the right TG (Target Group)
- Because it is cost efficient
- It is measurable in real time
- The best way to reach customers who intend to buy quickly.

Source: "7 Easy Ways To Do Marketing During Covid-19 in Malaysia"
by Laman 7, Mar 2020

Tech Wyse, Shannon Purcell
edupristine, Fundamentals of Paid Digital Marketing, 2015

This past 3 months, Malaysians started to search for:

+110%
Digital Marketing Agency

+60%
Digital Marketing Strategy

The spike in graph increases during COVID19 crisis and MCO

Source: Google trends

Attract potential buyers using Facebook and Google features

1. “Buy traffic”

To reach potential buyers, you need to “buy traffic”

The best way to reach potential buyer efficiently & quickly.
Make a budget for these two “traffic mall” to promote your products during COVID19.



2. Target the right audience

These tools help you to target your ads to a specific user based on their behaviour (behaviour targeting)

It adds to the effectiveness of your advertising campaigns too



Source: "7 Easy Ways To Do Marketing During Covid-19 in Malaysia"
by Laman 7, Mar 2020

Tech Wyse, Shannon Purcell
edupristine, Fundamentals of Paid Digital Marketing, 2015



Types of Paid digital marketing:

Other than FB ads and Google ads, you can also try a few of other digital marketing.



Display advertising

(Banners, Rich media innovation, Videos, etc)



Search Advertising

search advertising is a method of placing ads on web pages that show results from search engine queries.



Mobile Advertising

Is a form of advertising via mobile phones or other mobile devices



Affiliate marketing

The process of earning a commission by promoting other people's (or company's) products.



Native advertising

Is the use of paid ads that match the look, feel and function of the media format in which they appear



Social media

Is a term used to describe online advertising (paid efforts) that focus on social networking sites



Sponsorships

In digital advertising a sponsorship is where an advertiser pays to have both ads and content on a site.



Email marketing

is the highly effective digital marketing strategy of sending emails to prospects and customers



Utilize Social Media

Navigating Social Media during Covid-19

You can't afford to stop marketing or selling, and that includes posting on social media.

It is important for businesses to keep updating about their business and give moral support during this crisis



**This is not the season to be quiet,
this is the season to communicate.**

— Jenna Kutcher, Instagram expert

Benefits of Social Media in Marketing



Growing your brand awareness

Social media marketing will make it easy to spread the word about your products and mission.



Increasing your traffic

Using social media and linking it to your website will increase your traffic tremendously



Promoting your products and services

This is ultimately why you invest in marketing, right?



Utilize
Social Media

Use social media channels to keep your customers up-to-date with your business.

Use relevant and trending content to easily reach wider audience and shared

E.g "Stay Home" sticker for Instagram Stories in a bid to encourage social distancing during the COVID-19 outbreak

It's a good way to get in front of your followers during this time.



Daily Language makes your audience to understand better and reach more audience.

Natalia Woszczek

Relevant Hashtag



Source: "7 Easy Ways To Do Marketing During Covid-19 in Malaysia" by Laman 7, Mar 2020.

Tech Wyse, Shannon Purcell.

12 Tips for Creating Shareable Social Media Content, OMI, Rachel Bartee, 2017

Show them that you care!



Use your social media to spread awareness too.
Show them that you care and you are fighting this crisis together.
This is not the best time to overly promote your brand.



Create a Lead Magnet

A LEAD MAGNET is an incentive that marketers offers to potential buyers in exchange for their contact details.

Lead magnets usually offer:

- A piece of digital,
- Downloadable content
- Checklists
- Report
- eBook
- Video etc.

“People React To Incentives”

— Principles In Economics.

Good Lead Magnet for B2C and B2B

For Consumer Products (B2C)

Checklist, Routines, How-To steps, How-To videos, Product Manual, Product Demo, Trial, Tester Kit.

For Business Products (B2B)

Product High Value Content, Industry Report, Checklists, Short Guides, Blogposts, Strategy, Step-By-Step, Troubleshooting guide etc.



Branding Plays A Big Role during crisis

84%

Of consumers think that brands should use their influence to **inform, educate and empathize**

64%

Say that the way brands respond to this crisis will have a **huge impact on their future buying intentions.**

“People choose necessities over luxuries during this crisis”

- Laman 7, 2020

Source: Edelman Trust Barometer



5 Principles of Branding in COVID-19 Crisis

Empathy

EMPATHY will touch customer's deepest heart.

Win your customer with LOVE and COMPASSION.

Responsible

Brand is a CORPORATE CITIZEN, not just an ECONOMIC ANIMAL.

Be RESPONSIBLE.

Useful Brand

It creates SOCIAL BENEFIT, not just for one industry.

Usefulness give REPUTATION.

Giver

It's time to GIVE.
The more we GIVE, the more we GET.

Solution

Be part of SOLUTION.

It spread the AUTHENTIC ADVOCACY.

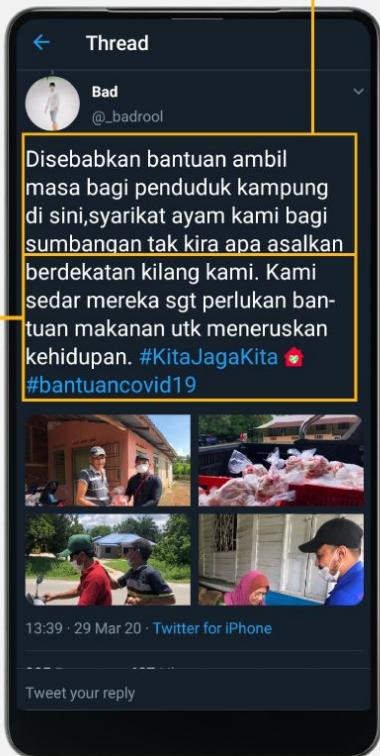
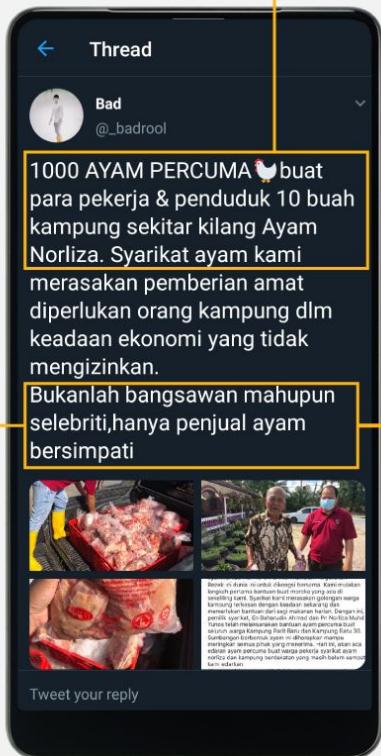
“People expect brands to do right by the community, including their employees”

- Kantar, Feb 2020

Useful Brand Empathy

Giver

Solution



Responsible Useful Brand



**Ayam Norliza,
Local Brand from Johor**

Not a Global brand,
But a **Brand with Big Heart**



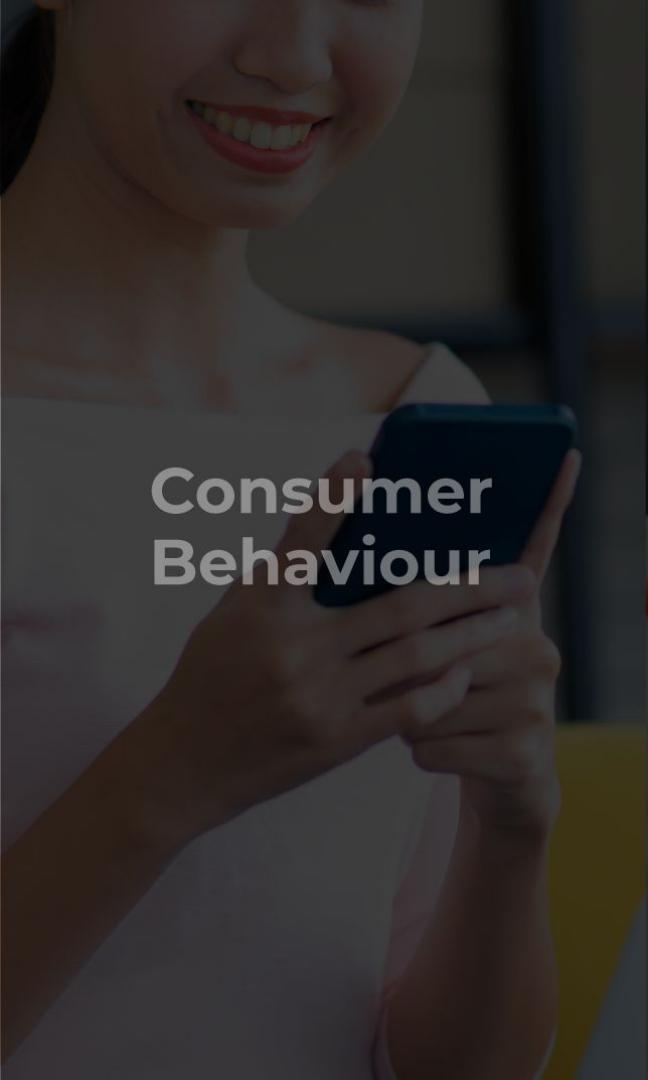
A few of many respondents

TRUST. RESPECT. LOYALTY



The **tone and behavior** of your brand will determine how consumers respond to your brand now and in the future.

Source: e-Commerce Best Practices by FACEBOOK, 2020



Consumer
Behaviour



Marketing



Go
Online

Consumers are shifting more towards online activities

% of respondents in Malaysia



+22%

Average increase in
online shopping
activities



+60%

Average increase
in **media**
consumption



Source: "COVID-19 impact on Malaysia consumer behavior" consumer research by YouGov (online survey of 1,285 respondents in Malaysia), Mar 2020



Is moving business online helpful
for small-medium sellers?

“**eCommerce is the only
thing that's running**”

Mohsin, CED Commerce

This past month a significant increase in the traffic and demands are observed on most of the online shopping websites.

Why?

“
Need to stay
indoors & shop online

Businesses try to
survive Covid-19

Source: “COVID-19: Why Should You Shift To eCommerce?”
CED Commerce, Apr 2020

Why SMEs should move to online business?



Flexibility to operate from anywhere



Lower Cost of Operating



No time Boundations



Scalable and Easy to reach a wider audience



Easy to track the performance

COVID-19

“ More loss for offline retailers and sellers

Mohsin, CED Commerce

“Nothing To Lose Only To Gain”

It's time to introduce the flip side of the coin

***Don't let COVID-19
bring you down!***

Quarantine yourself, not your business!

Source: “COVID-19: Why Should You Shift To eCommerce?”
CED Commerce, Apr 2020



Offline

- Closed Shop
- Sanitization
- Stay Home
- Quarantine



Online

- Business Growth
- Gain Revenue
- Strategize
- Stay Home
- Quarantine



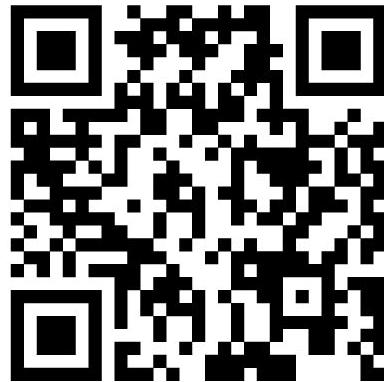
MoveDigital

Transform your
Offline business to Online
during RMO



Certified Consultants: [facebook](#) [Google](#)

Let us help you to
MoveDigital during RMO



Scan to register

We are here to help you
get through this crisis



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