



3 Ways to Build Resilience into your marketing

Resilient marketing means being able to recover quickly during tough times and to grow and thrive in spite of challenges. Ensuring that your business is ready to adapt to new challenges and contexts. This means being willing to shift your priorities to stay on top of your customers' needs. This is no doubt more important now than ever before.

During the pandemic, it was all about being quick to fill the gap made by new contexts that would put you ahead of your competitors. Now it is about building long-term relationships with your customers and stockists, being agile and to bounce back when things get really tough.

Nurture your current customers

1

It is cheaper to retain a customer than it is to acquire a customer. Your existing customers are far more likely to try new products and ideas and they are also more likely to spend more over time. Studies have shown that acquiring new clients is five times more expensive than keeping an existing customer.

The benefits therefore of ensuring you have some sort of CRM strategy in place goes without saying. Email flows created via your website and at checkout, a segmented database to send the right message at the right time to your customers, and tactics such as loyalty programmes or members clubs via Facebook are all tools that can really help retain customers and also increase spend.

View mistakes as learning opportunities

As you try to navigate and try new things not everything is going to work. Don't lose heart, focus on what has been learned and what knowledge you have gained from what didn't work. Ask questions such as:

- Do we need to try other channels and segments of the market?
- Are our products still as relevant to the target audience? Do we change our target audience or do we change our product?
- Do we spend more time and budget on social media v's other mediums and visa versa?
- Are we talking to our current customers enough and missing opportunities right in front of us?
- Do we have the right skills and knowledge to improve?

2

Test and learn no matter what challenges you face. The learnings and pitfalls alike will present new opportunities.

Be flexible

3

Anticipating the challenges around the corner is almost impossible. But there are some things we can do to prepare and be more resilient. Consider all aspects of your business, especially marketing to understand if you are well enough prepared for dramatic change.

- Could a review of all your marketing reveal gaps or opportunities? What could you be doing differently and who can help you to do it?
- Should you do a review of your position - take a look at your competitors and the marketplace and step back to see how it is changing and where you fit best?
- What actions can you take now to prepare or prevent for the future?

Things will always change and the best laid out plans challenged. Focus on what you can control and by being resilient you and your team will have the best chance of success.