

# Covid Context & Recession Ready

Mapping your offerings

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# A cost-efficient marketing program

## Cutting the flab, not muscle

- Reach out ONLY to the clients most likely to buy
- Present the offerings most likely to be acceptable
- Ruthlessly cut spend on everything else
- If your organization needs cash flow, focus on short-term wins for survival rather than longer term brand investments.



# Which offerings are recession ready?

What does history say clients look for?

- Cut costs
- Postpone cash outflow
- Increase short term revenue
- Decrease fixed costs
- Reduce cost of sales
- Survival
- Compliance



# And what is the COVID Context

**What new priorities will emerge till a vaccine is found and beyond?**

- Avoid personal contact
- Derisking dependence on travel & transportation
- Derisking the need for large groups in close proximity
- Derisking supply chains
- Sanitation
- Building up immunity - short term & long term



# Map your products & services

## Recession Relevance Attributes

Attribute	Offering A	Offering B	Offering C
<b>RECESSION RELEVANT</b>			
Cut costs			
Postpone cash outflow			
Increases short term revenue			
Decrease fixed costs			
Reduce cost of sales			
Survival			
Compliance			



# Next up, COVID Context

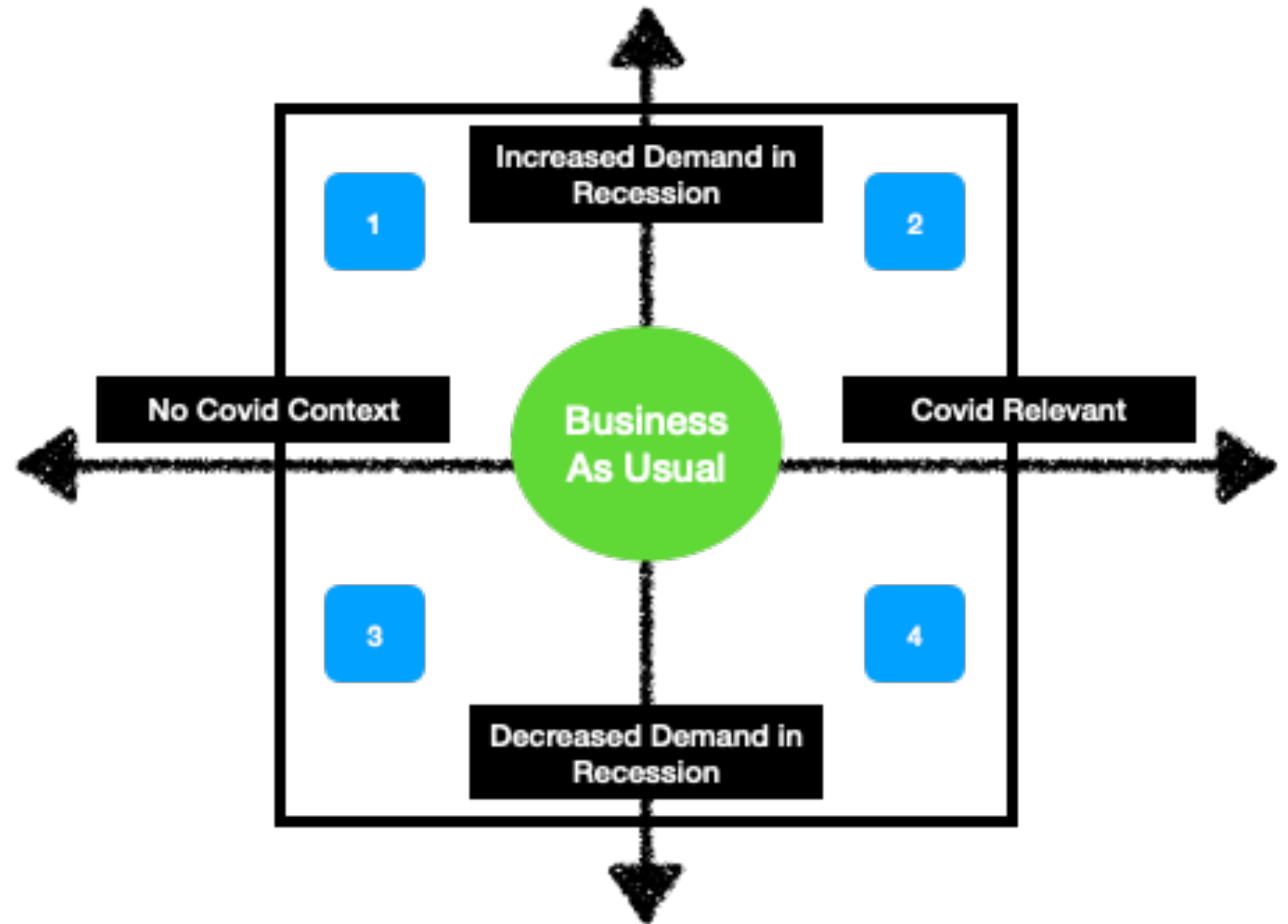
## Can your offerings help with this new priority?

COVID CONTEXT	Offering A	Offering B	Offering C
Avoid personal contact			
Derisking dependence on travel & transportation			
Derisking the supply chain			
Derisking the need for large groups in close proximity			
Sanitation			
Building immunity			



# Map Your Portfolio

Pick the most relevant quadrant for each offering based on how many attributes in each table you were able to select

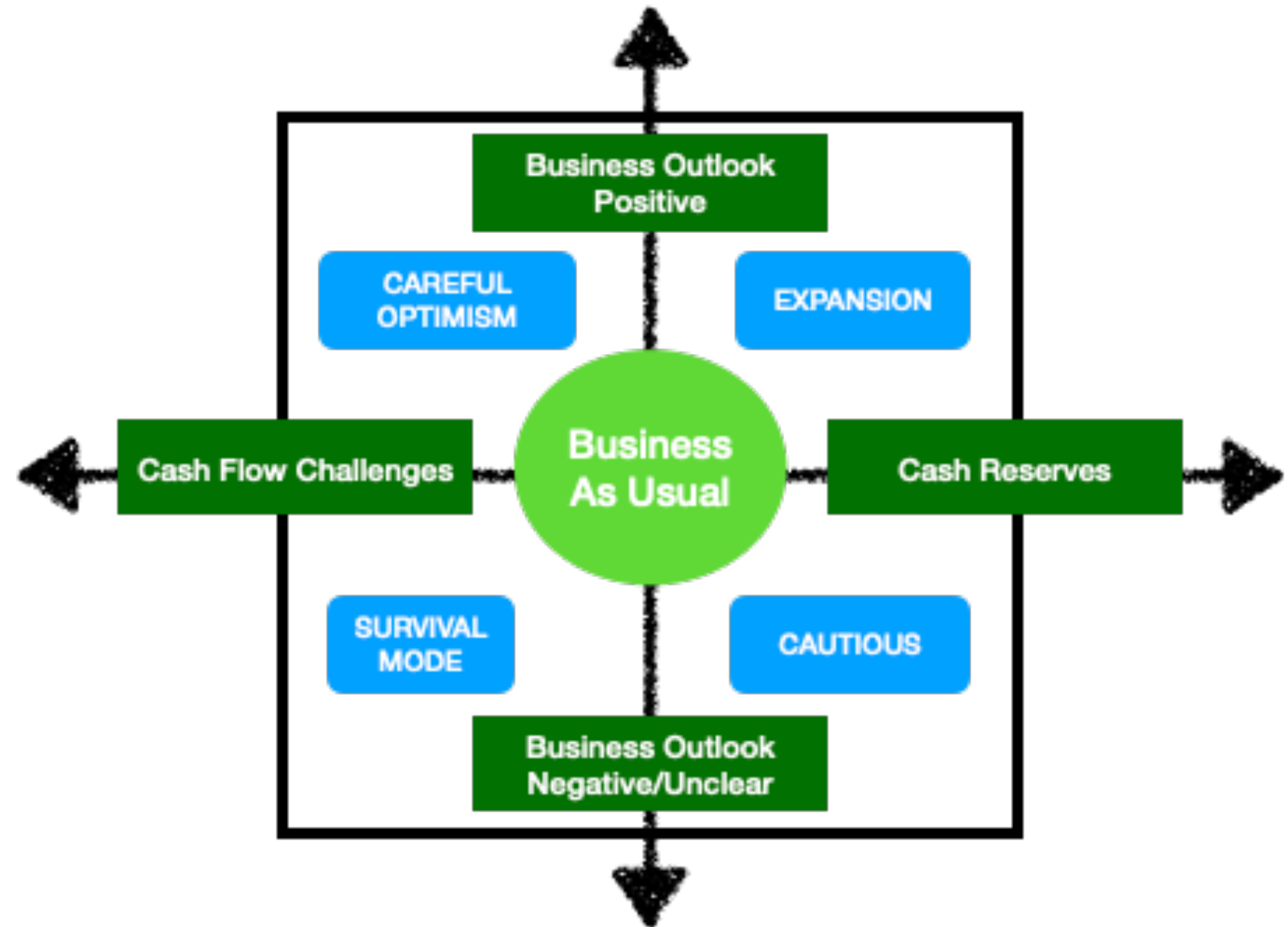


**Halfway through!**  
**You've got this.**





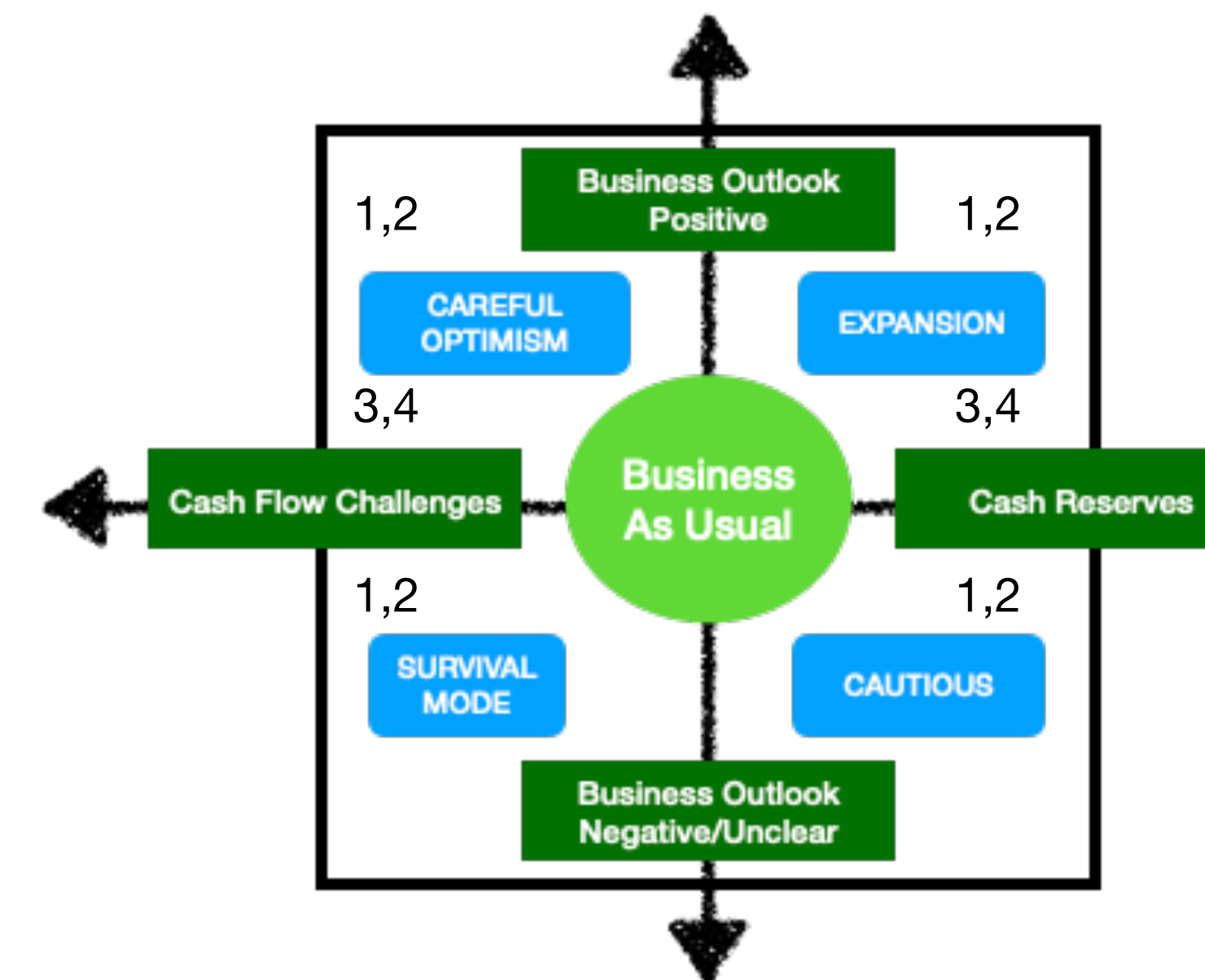
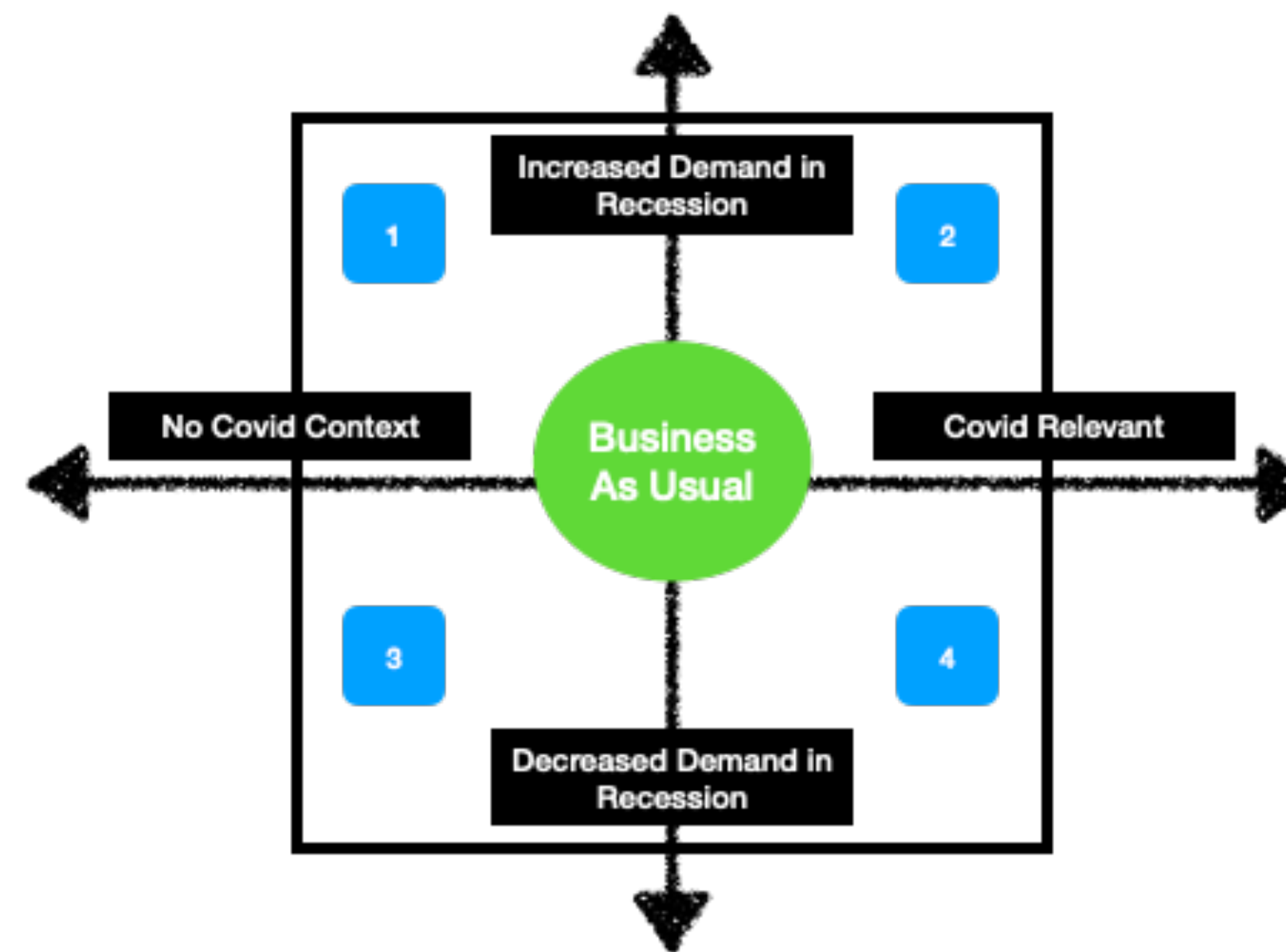
**Map Your Clients**  
Based on how they are impacted map your clients on to this chart. Their quadrant will determine their propensity to buy



# What to Sell to Whom?

## Mapping your offerings

- From the product assessment quadrant, the offerings in Quadrant 1 & 2 should be marketed to everyone.
- Products in quadrants 3 & 4 which might see lower off-take in a downturn can still be relevant to those in Expansion Mode and the Careful Optimists.



# The Right Response Can Save Businesses

## Recession Relevance & COVID Context are key to understanding

- One size never fits all, but in a downturn careful selection and crafting of clients can save you loads of marketing expense and perhaps help with survival.
- If you'd like to bounce off your maps with me, send them in confidence to [jessie@paulwriter.com](mailto:jessie@paulwriter.com)



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