




GET BACK TO GROWTH: MARKETING WITH OPTIMISM IN

2020

AND BEYOND

Ideas, Insights, and Resources to Help
Marketers Identify Opportunities, Build Resilience,
and Prepare for the Future



**“THE SECRET OF LEADERSHIP
IS SIMPLE: DO WHAT YOU BELIEVE IN.
PAINT A PICTURE OF THE FUTURE.
GO THERE.
PEOPLE WILL FOLLOW.”**

Seth Godin



Is now the time for optimism?

~~NO~~ YES

Around the world, B2B businesses are trying to find their balance as the world shifts under their feet. Jobs and lives have been lost. And no one knows what the future—or even tomorrow—will bring.

But even as we continue to triage, we can't lose sight of our primary purpose. Marketers don't exist to maintain the status quo. We exist to drive growth. And that means we need to believe in growth and paint a vision of a successful future for our businesses. While we may sometimes wish we could press the pause button, we can't stop moving forward now. **We need to be optimists.**

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A wealth of research confirms it: Maintaining marketing momentum during a downturn is a key factor in improving market share, stock market performance, and profitability on the upswing. The purpose of this ebook is to help marketers—most of whom have had to drastically rethink their 2020 plans—recapture that vital momentum and set a new direction.

In these pages, we bring together wisdom from successful marketers and inspiration from visionaries worldwide to help you question the status quo, acquire new skills, test-drive new ideas, and pursue new opportunities. We hope it will inspire you to re-evaluate the potential and reconsider the possibilities for your career, your team, and your organization. Ready... set... grow!

GET INSPIRED

"As marketers, our job is to turn skeptics into customers and believers. Now, we need to believe in ourselves and paint the future for our businesses."

Rhoan Morgan, CEO
DemandLab



GET INSPIRED

“What I like about marketing is that you have the opportunity to kind of rock the boat and shake things up.”

Joe Folan, Vice President of Marketing

The Center for Leadership Studies

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Marketing with **RESILIENCE**

At a time when change is a constant, the teams that are most resilient and able to manage through change—and even embrace it—are destined for success. Standing still isn't an option. Marketers need to keep moving forward so that they can anticipate customers' needs and identify emerging market opportunities. Being able to pivot, adapt, and iterate swiftly is the key to building a marketing function that will survive and thrive in any market.

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TAKE ACTION

Find out how resilient your marketing team is. Take the [DemandLab Marketing Resilience Assessment](#) to assess the agility of your operations, including data management and utilization, martech performance, and content efficacy.

ASSESS YOUR RESILIENCE NOW →

THE UPSIDE

Challenges Drive Creativity. Your marketing team may be feeling frustrated and stressed out right now, but those challenges can lead to exciting new ideas.

[HBR](#) reviewed 145 empirical studies, stretching back 50+ years, on the impact of constraints on creativity among individuals, teams, and organizations alike. The research proves it: When faced with limitations and obstacles, marketing creativity and innovation can thrive. **🐦 SHARE THIS!**



**“PERPETUAL OPTIMISM IS A
FORCE MULTIPLIER.”**

Colin Powell



Marketing with **AUTHENTICITY**

While digital transformation in support of improving (or reinventing) the customer experience has long been a priority, the events in the first half of 2020 have turned it into a critical business imperative. With in-person interactions limited in the near term, businesses need to build authentic and mutually beneficial relationships with customers across all digital channels.

By owning and upleveling the customer experience (CX), marketers can seize the tremendous opportunity to build deeper connections, generate deeper loyalty among existing customers, and gain greater visibility within their markets. Short-sighted companies that try to cut costs by sacrificing CX are likely to be perceived as uncaring and opportunistic. Those that double down on CX will enhance brand trust and pull ahead of the competition.


 **SHARE THIS!**

TAKE ACTION

Read [A Humane Approach to B2B CX During a Pandemic](#) to discover five opportunities for shifting your CX towards a more human, relatable, and authentic model.

READ THE ARTICLE NOW →

THE UPSIDE

Crisis Creates Opportunity. During a recession, customers seek out brands that support them and remain loyal to them even as the economy improves. B2B marketers who look for ways to add value to the customer experience during this downturn can help their companies come out ahead.  **SHARE THIS!**

Here's an example: Mailchimp was forced to pivot its business model during the 2008 financial crisis and offer a freemium version of its paid platform: within a year, it had grown its customer base more than 5X and increased profits by an incredible 650%.

GET INSPIRED

"In our lives, we remember the companies, the people and the times when we were honored...as a friend, as a partner, as a customer."

Jeanne Bliss, Founder & CEO

Customer Bliss

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GET INSPIRED

“Marketing data delivers business insight and optimizes the customer experience. It’s the fuel that drives the growth engine.”

🐦 **SHARE THIS!**

Eric Hollebhone, Chief Services Officer
DemandLab

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Marketing with **INSIGHT**

Connecting authentically with your target market is critical, but you need to use your head as well as your heart to succeed during this downturn.

The reality is that budgets are being scrutinized closely, and every marketing dollar spent needs to result in measurable impact. Marketing leaders need to be laser-focused on collecting and analyzing the data that will enable them to make tough decisions about where to invest and where to pull back in order to support the customer experience and the organization's sales and revenue goals.

TAKE ACTION

Read [The 3 Reports Every B2B CMO Needs to Survive and Thrive in 2020](#) to see the metrics and analytics that every marketer needs to be able to produce in order to measure the effectiveness of their programs.

READ THE ARTICLE NOW →

THE UPSIDE

Data Drives Credibility. Generating clean, reliable data has always been a challenge for marketers. But the good news is that even small improvements to data quality can generate big returns. Something as simple as resolving a data duplication issue can dramatically enhance visibility into your marketing effectiveness. That will help you make smarter decisions, and as an added benefit, it will also help you prove your impact to the decision makers so that you can demonstrate marketing's value and make the case for additional budget. 🐦 **SHARE THIS!**

**“IN AN UNCERTAIN WORLD,
TIME-TESTED VALUES LIKE
HONESTY AND INTEGRITY...
*EMPATHY AND COMPASSION.***

**THAT’S THE ONLY REAL
CURRENCY IN LIFE. TREATING PEOPLE
RIGHT WILL NEVER FAIL YOU.”**

Michelle Obama



Marketing with **TEAMWORK**

As markets fluctuate, budgets contract, and sales dwindle, B2B organizations are focused on maintaining and accelerating the sales pipeline. While it's a tough time for marketing, your colleagues in sales are feeling even more vulnerable as deals collapse and live interactions disappear. Now is the time to reach out across the marketing/sales divide and support the sales team with digital communications, design, branding, and engagement strategies.

TAKE ACTION

In many organizations, sales and marketing coexist in a state of indifference or animosity, but it's essential to bring these functions together—now more than ever. [COVID-19 Marketing Pivot: Partner with Sales to Drive Revenue](#) shares five ideas on how to break down silos and align with sales.

READ THE ARTICLE NOW →

THE UPSIDE

Alignment Boosts Revenue. This is the ideal time to reach out across the marketing/sales divide, win new allies, find new synergies, and stay close to revenue. Even better, aligning more closely with sales has a positive impact on organizational revenues. **🐦 SHARE THIS!** A [MarketingProfs study](#) found that aligning sales and marketing functions more closely resulted in a 36% increase in customer retention and a 38% increase in sales win rates.

GET INSPIRED

“The sooner we get past the turf-war mentality, the sooner we can see the benefits. As with most business challenges, when you put the customer’s needs first, the pieces will naturally fall into place.”

🐦 SHARE THIS!



Rhoan Morgan, CEO
DemandLab

GET INSPIRED

*"Our job is to make change.
Our job is to connect people,
to interact with them in a way
that leaves them better than we
found them, more able to get
where they would like to go."*

**Seth Godin, Author,
Entrepreneur, Teacher**



Marketing with **INNOVATION**

Massive changes are reshaping the way our customers live, work, and plan for the future. And that, in turn, is reshaping the way businesses reach, engage, and nurture them.

Most marketers are facing these challenges without a plan and with significantly reduced marketing budgets. But it's also a golden opportunity for a digital reset. Eliminating legacy solutions and embracing more relevant channels and technologies will enable you to respond to changes today and give you an edge when the economy enters the upswing.

TAKE ACTION


Look at your marketing strategy and tactics with fresh eyes and a courageous heart. Complete the "[Cut/Hold/Accelerate](#)" [Decision Matrix](#) to identify the tactics that are holding you back and those that have the potential to accelerate your success.

DOWNLOAD THE MATRIX NOW →

THE UPSIDE

Crisis Accelerates Change. Businesses have prioritized digital transformation for years now, but the changes caused by the pandemic have accelerated the trend.

An [IDG study](#) conducted in April 2020 found that 37% of technology leaders consider digital transformation to be their first priority in the face of the current disruption, and 61% believe the pandemic is accelerating digital transformation efforts. For marketers, it means that it's the right time to make the case for digital solutions that enhance efficiency and impact. [🐦 SHARE THIS!](#)



**“THE MOST IMPORTANT ROLE
A MARKETING LEADER CAN PLAY
FOR THEIR BUSINESS IN THESE
UNCERTAIN TIMES IS TO BE THE
SOURCE OF ACTIONABLE BUSINESS
INSIGHTS TO THE C-SUITE.”**

Ellie Ardelean, VP, Global Marketing
Kyriba



Marketing with **OPTIMIZATION**

Marketing budgets are likely to be constrained for some time. In a Gartner survey conducted in April–May 2020, close to half of CMOs (44%) said they are facing mid-year budget cuts in 2020 as a result of the pandemic.

But those constraints don't mean that marketing can't continue to improve performance. When digital transformation is out of reach, **digital optimization** can enable marketers to do more with less and free up budget for new initiatives. [!\[\]\(3dfb8d66e81160ad61421a3452093d1b_img.jpg\) **SHARE THIS!**](#)

TAKE ACTION

Watch [Rethinking Marketing for Optimization in 2020 and Beyond](#), an on-demand webinar that outlines the steps for realigning marketing activities and resources, maximizing the power and reach of your brand, and achieving new operational efficiencies.

WATCH THE WEBINAR ON DEMAND NOW →

THE UPSIDE

Optimization Can Lead to Transformation. According to a [2020 report from DemandLab and Ascend2](#), only 20% of marketers have optimized a martech strategy. Imagine the transformative impact that unlocking its full power could generate.

A stack audit can unlock significant new functionality available to you at no extra cost, while eliminating outdated or seldom-used stack elements could enable you to reallocate budget to new initiatives.

GET INSPIRED

"It's inspiring to see companies across industries and throughout the world come together to address some of the most pressing needs brought about by this crisis."

John Travis, VP of Brand Marketing
Adobe





**ACCORDING TO MCKINSEY,
ORGANIZATIONS THAT
DEMONSTRATE A *BIAS TOWARD*
ACTION ARE MOST LIKELY TO THRIVE
DURING AND AFTER A DOWNTURN.¹**

¹McKinsey & Company, McKinsey Quarterly, "Bubbles Pop, Downturns Stop," May 2019.

GET INSPIRED

"When you are an expert in your space, believe that and know that you know what's right for the business and the brand that you've been representing for so long. You are the voice as marketing."

Lauren Weiner,
Executive Director, Marketing
IHS Markit



Paint the Future **WITH OPTIMISM**

Marketers can't ever lose sight of the big picture. While other departments focus on keeping the lights on, we focus on keeping the flame alive.

We exist to create a future in which customer engagement, satisfaction, and loyalty drive revenue and growth.

It's not the easiest job during a time of uncertainty, but it's definitely one of the most rewarding. And while the pandemic has imposed big challenges, it has also created new spaces for brand winners to emerge. Some of today's most powerful brands—including Fedex, IBM, and HP—found success during deep recessions. Out of crisis comes opportunity. So, stay optimistic. Listen to your customers. Keep your eyes and ears open for the inevitable signs of growth.

Most importantly, keep using your creativity, insight, and powers of persuasion to paint a picture of that future with bold strokes that ignites the imagination of everyone in the organization.

TAKE ACTION

For more ideas and inspiration, visit the **DEMANDLAB COVID-19 B2B MARKETING RESOURCE CENTER** →



DemandLab, a technology-focused marketing consultancy, helps business leaders to unlock the potential of their marketing organizations to accelerate revenue and drive the customer experience (CX). Learn more at www.demandlab.com.

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www.demandlab.com

