

Really.

5 tips to break free from the
survival mindset

**Discover the
power of
pivot**

From furloughed employees and redundancy, to remote working and budget cuts, 2020 has been a challenging year for marketing businesses across the UK.

Given all of the changes organisations have been forced to make, just to keep their heads above water, many understandably find themselves in a 'survival' mindset. This type of scarcity thinking has its drawbacks. It encourages leaders to avoid taking risks, which in turn minimises creativity and innovation – and if there's one thing we know about successful marketing campaigns, it's that original, memorable and impactful strategies drive the best results.

So, how can you break free from a survival mindset, and pivot your strategies and campaigns so that they really capture your prospects' attention?

Well, we've put together our five top tips to help you...

1

Research, rethink and re-strategise



Your prospects' challenges have changed – and this means you can't rely on old messaging, comms plans or channels. It's time to undergo a new body of research, so you can determine how recent events have affected your prospects.

Whether you invest in new data, commission a survey, hold a workshop with your client-facing teams, undertake a Google marathon, or all of the above, you need to get to grips with your prospects' new pain points, so you can adapt your campaigns and drive real results.

2

Embrace e-commerce



The latest research has revealed that B2B businesses with digital sales capabilities, who intend to build on them post-pandemic, have higher expectations in the next five years than those that don't or won't invest in digital channels [1]. In short, now is the time to build digital into the very fabric of your business.

To do this, you'll need to supercharge your Martech. Investing in marketing automation software will enable you to gain a deeper understanding of your prospects' behaviour, challenges and motivations, as well as customer relationship management software, so you can deliver truly personalised messaging online. Now is also the time to optimise your digital content strategy, and increase your presence on social platforms like LinkedIn, which accounts for 80% of B2B social leads [2].

3

Grow your agility



Ever heard of 'digital direct mail'? We hadn't either, until we started creating them for our clients.

As changes continually occur, you'll need to adapt your strategies to meet the shifting needs of your customers. For example, how will your business respond to the fact 78% of business leaders see remote working as the future of their organisation?[3] Your new strategy could include swapping out live events for webinars, podcasts and online Q&As, or creating engaging video pitches to send to your prospects.

The key going forward is to build flexibility into your strategy.

4

Be bold in the face of budget cuts



Creativity in marketing doesn't require a big budget. You just need to be bold. Whether you want to give a memorable pitch, create original content or send an ingenious paper-based direct mail that blows your prospects' socks off, originality is key. This means avoiding 'nuts and bolts' or 'playing it safe' strategies.

Let go of your fears and give yourself and your team the freedom to workshop fresh ideas that will make your business stand out. If you need to convince higher ups to go for something a bit different, remind them that researchers have found the area of the brain that processes and stores information becomes more active when humans encounter unexpected stimuli compared to the familiar. Yet, right now, 67% of customers rarely experience wow-worthy customer experiences [4,5].

5

Change the way you approach challenges in future



If you run your business in a scarcity mindset, it's incredibly hard to stay focused on the big picture. Instead of developing innovative solutions to overcome challenges and grow your business, you can become hyper focused on the risks. Whilst taking these into consideration is of course important, you may find yourself approaching every problem in a heightened state of anxiety.

This is not a good way to make decisions. We recommend responding to every challenge with curiosity. Ask questions, investigate and listen. This way, you can ensure you've developed a deep understanding of the issue, and have enough time to reflect before you react. Next, turn the issue on its head.

Consider how you can transform this challenge into an opportunity. Recognise that in every failure is a lesson, and in every crisis, you have the chance to prove to your business, prospects and customers you have what it takes to deliver when the going gets tough.



Do you need to pivot your activity in H2 to better target your audience and drive real results for your business?

At Really B2B, our experts can help. Get in touch via info@reallyb2b.com or on 0845 519 8517 to find out more.

[1] <https://www.thedrum.com/opinion/2020/07/15/b2b-marketing-during-covid-19-8-transformations-stay-ahead>

[2] <https://www.digitalcommerce360.com/2020/02/12/how-b2b-sellers-can-embrace-b2c-strategies-in-2020/>

[3] <https://hoxby.com/blog/covid-19-remote-working-survey-results>

[4] <https://www.scientificamerican.com/article/learning-by-surprise/>

[5] <https://www.forbes.com/sites/falonfatemi/2018/07/27/why-creativity-is-a-secret-weapon-in-sales/#1610f3602bfo>