

# CONNECTING FROM A DISTANCE:

**A NEW BUSINESS  
CONVERSATION  
DURING COVID-19**

PRESENTED BY

**LEAP GROUP**



Many of your prospects are busy right now. Many are struggling to keep the doors open or busy having to make hard decisions. Others are seeing an influx of new business because their industry is particularly essential during COVID-19.

**Furthermore, your brand cannot – and should not – ignore the COVID-19 outbreak in this moment.** At the same time, consumers and business leaders are overwhelmed with news and content related to the disease across all platforms.

**SO HOW CAN YOUR BRAND CONTINUE TO GENERATE LEADS AND DRIVE BUSINESS FORWARD WHILE EVERYONE IS LISTENING, BUT NO ONE IS HEARING?**

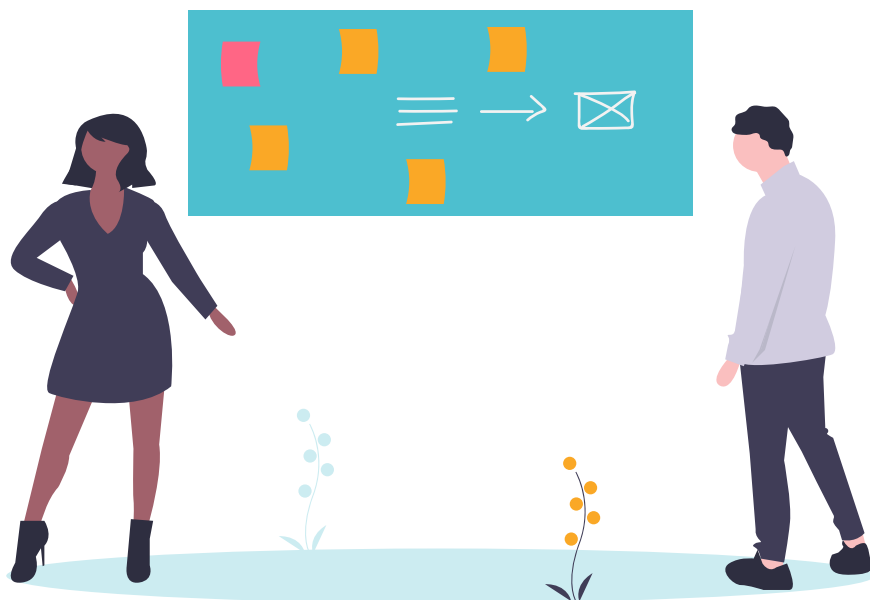


# EMPATHY + HELPFULNESS

Your lead generation messaging should be empathetic to the fact that attention spans are short and prospects are more distracted than ever.

Furthermore, many people are exhausted with facile messaging on how brands are “there for you” or “helping you through this difficult time” without actually providing tangible “help.”

Consumers don’t need their favorite beer brand or national office supply store to repeatedly send out sympathetic (but redundant) emails, for example. Messaging should focus on providing solutions and value.





# CONTENT, MESSAGING + DEMAND GEN

Instead of generic messaging around your capabilities, accolades or new services/products, use empathy. Offer a message that both understands the difficult time we're in, doesn't dwell on it, and provides consumers/businesses with something they can use while the world is abnormal.

While your marketing team is creating content and campaigns that demonstrate empathy, your sales teams should be exercising empathy during their all communications with prospects.

For many companies, sales cycles have not ended – they've only been extended. Sales teams should know seeds planted during COVID-19 can be harvested in Q4 or Q1 2021 when some normalcy returns. Filling the top of the funnel right now with quality leads, that have already received value and built rapport with the sales team, will be warm to hot prospects in the fall.

Continue to build awareness through demand gen, but quickly pivot to continue feeding the top of the funnel. Host or attend [a virtual event](#), start a [webinar series](#), optimize website to collect lead data, etc.



# PERSONALIZATION



LEAP Group believes so much in the power of personalization that [we wrote an entire issue](#) of Logic+Magic Magazine about the topic.

Messaging that feels personalized will be even more beneficial during a period when consumers are not connecting face-to-face.

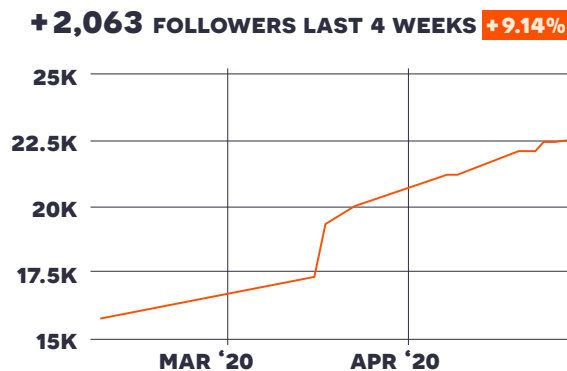
Furthermore, as attention spans are short, they are more likely to react positively to a message and content of value to them, specifically.

Ditch cold mass email campaigns and cookie-cutter ads for the time being. Set up detailed, personalized campaigns that engage users in meaningful ways.

Recent data has found targeted and personalized emails have a [74% customer engagement rate](#). Creating new lists for a lead generation team to target with [personalized email campaigns](#) will be more effective than telemarketing efforts for the foreseeable future.



# EMPOWER LEAD GEN + SALES TEAMS TO UTILIZE GOOD PR CONTENT



Stable and financially secure brands are finding ways to help others right now – from healthcare workers to those sick with COVID-19 or a community at large.

If your company is executing any kind of community outreach or charitable giving, these are great pieces of content to work into your messaging (without being disingenuous, of course).

Skrewball Whiskey is based in San Diego. The spirit brand recently [raised over \\$500K](#) for various charitable initiatives related to COVID-19. And they did so with genuine intentions to help their community. For every post share on social media, they pledged \$1 to the USBG National Charity Foundation. [The viral response netted over 235K shares](#). Skrewball

Whiskey also wrote 6-figure checks to C.O.R.E. Gives fund and to the California Restaurant Association.

Of course, charitable acts bring goodwill and PR buzz to your brand – and Skrewball Whiskey was no different. They’ve astronomically grown their social following in recent weeks.



Jose Cuervo recently announced a contest to pay for consumers carryout Mexican food. They’re helping consumers and supporting local businesses in one fell swoop.

Another example: Square is waiving curbside and local delivery processing fees for the next few months in an effort to help small, local businesses.

You can find plenty of these kinds of stories of companies working hard, and mostly selflessly, to help communities get through this time.

Your lead generation team should work with your marketing team to let cold prospects and warm contacts know what your brand is doing to give back during COVID-19. It could help those stuck in the funnel provide further engagement.



# RECONSIDER YOUR MENU OF SERVICES

COVID-19 has forced many companies to re-assess how they promote their products and (more especially) services. For B2B companies, consider if your service offerings have new value for prospective clients.

**DO YOU HAVE SERVICES YOU HAVEN'T PROMOTED AS MUCH THAT NOW NEED TO BE ELEVATED?**

**SHOULD YOU "REPACKAGE" YOUR SERVICES IN A WAY THAT MAKES SENSE DURING QUARANTINE?**



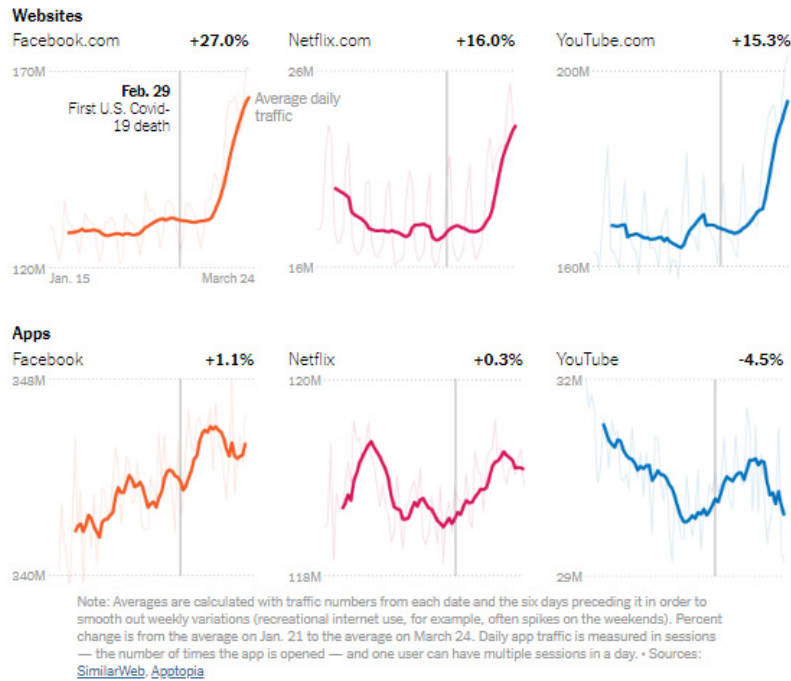




# RETARGETING

Attention spans are unpredictable right now. But we know this:

Users are on [online more than ever](#).



**TIME TO REVISIT YOUR REMARKETING STRATEGY.**

It's important for brands to remember the recent change in the audience's needs – important pain points and new work-from-home schedules. Brands can offer relevant solutions for newly-established intent data, to increase and maximize lead generation.



# FEWER LEADS? MAXIMIZE THE ONES YOU DO HAVE

Most B2B companies have fewer leads right now. Your funnel will be less full for the next few months. But this is an opportunity for B2B sales teams to maximize prospect presentations.

You'll have fewer at-bats, but a higher close ratio, if done correctly.

Sales teams can focus on demonstrating how a solution's projected ROI justifies spending. They can demonstrate their companies' primary value propositions. And then focus extra attention on the presentation.

Some companies, like investing platform Crunchbase, are [using social listening tools](#) to inform their sales teams on which prospect companies are doing well during COVID-19, and which are struggling.





## IN SUMMATION

COVID-19 has created challenges for lead gen and sales teams as they adjust their messaging, sales processes and mitigate funnel decay.

This is an opportunity for brands to show empathy, provide value, personalize their messaging and show great creative. You can't just market to your audience. You have to MATTER to them.

How is LEAP Group helping brands matter more during this time?

Give us a call. We are offering [free 30-minute consultations](#) to brands seeking to find how they can connect and engage their customers during the coronavirus pandemic.

