



# Thriving Together in Tough Economic Times With Data 1st Marketing Automation

March 26, 12pm MST | 2pm  
EST



# Speakers



**Scott Buelter**

**CEO & President - Ascent360**



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**SVP of Client Success - Ascent360**

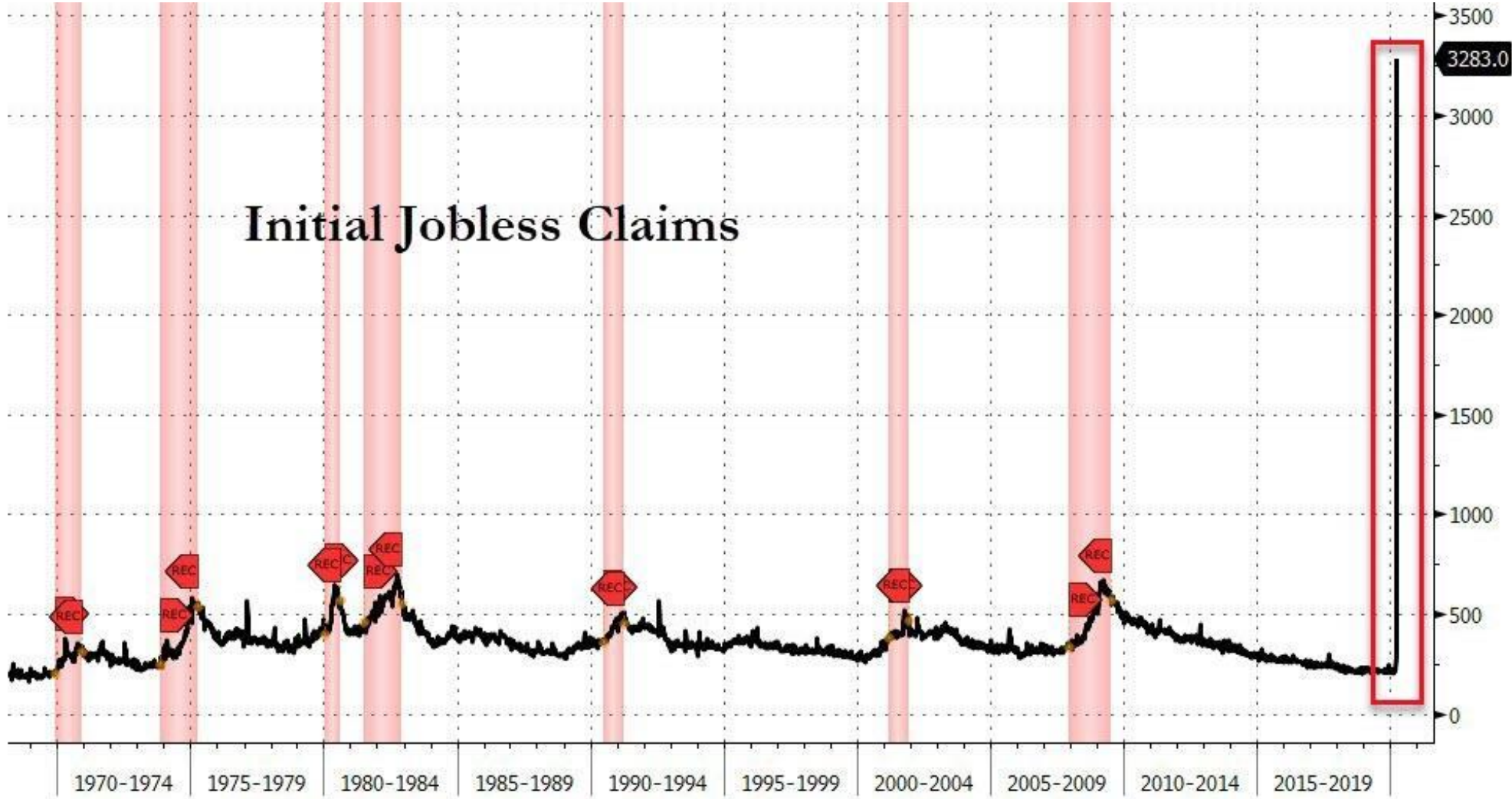
- All participant lines will be muted
- We will be recording today's session
- All attendees will receive a copy of today's presentation
- Q & A hosted at the end time permitting. Submit in the chat pane.



Our Goal Today:

Discuss a communication strategy that will be effective in this very difficult environment.

# The Environment



# The Environment:

- Strong sense of fear for one's health, job, family, friends
- Low sense of stability or direction
- Very low tolerance for “Hard Sell” marketing communications
- Your customers plans have been torn apart
- People spending a LOT of time on their computers
- Little need for Stuff, status, equipment, travel, experiences.
- Back to the basics (Toilet Paper)
- People have time for contemplation, consideration and reflection



How to Proceed:

The Environment is  
dismal.....but consider some of  
the elements.....

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The Basics:

Adjust what is In Flight



# The Basics:

- Manage all current data driven campaigns and language.
- Stop Automations that have become invalid
  - "Your reservation is 10 days away!"
- Edit Language that may now seem Offensive.
  - "Don't Lose Out". Only 2 days to get a great deal".
  - "Its your Birthday! Treat yourself to a massage for 20% off"
- Check all channels - Facebook Ads, Posts, In Store Display, Call Center scripts (and music), Email etc..



## Your Upcoming Visit to Santa Monica

Dear

Thank you for choosing The Oceana Beach Club Hotel. Your date of arrival is approaching and we thought the following items may be of interest to you! How does a relaxing in-room spa treatment sound? Or a fun weekend surf lesson? Any time prior to your arrival, please contact us to schedule appointments for any activities or amenities that will make your stay even more enjoyable.



Upgrade your stay to one of our luxurious Suites, with sweeping views of the Pacific Ocean. Find out more about the available options during your stay.

[Upgrade Now](#)



Add Breakfast to your Stay. Our famous breakfast buffet includes an expansive selection of gourmet items from smoked salmon to seasonal fruit to freshly-made waffles and omelettes. Please feel free to contact us in advance for any assistance with reservations.

[Add Breakfast & More](#)



# we miss you!

A free yogurt has been added to your Pinkcard.

Visit a Pinkberry today and enjoy! \*



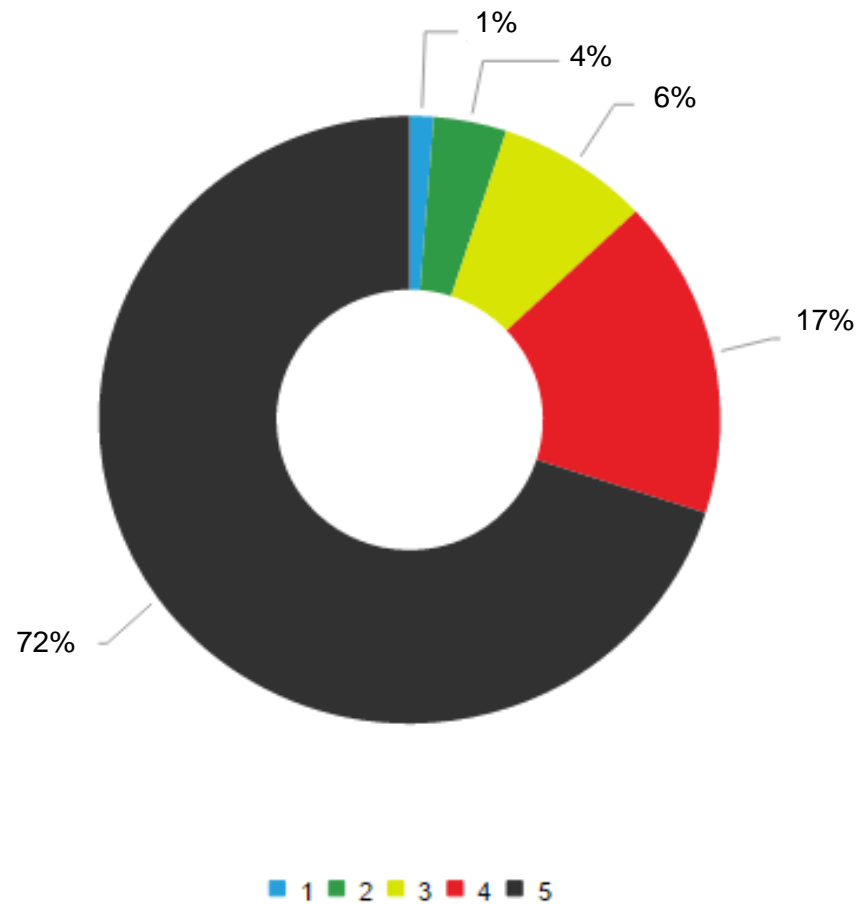
\*expires in 7 days



The Basics:

Know your Audience

Total Spend By Quintiles



“80% of your company’s future revenue will come from just 20% of your existing customers.”



Why this Matters:

As the Economy Starts to Open Up, As People Begin to Buy Again, Book Again, they will do it from companies they know, trust and respect.



# 5-20%

The probability of selling to a new prospect

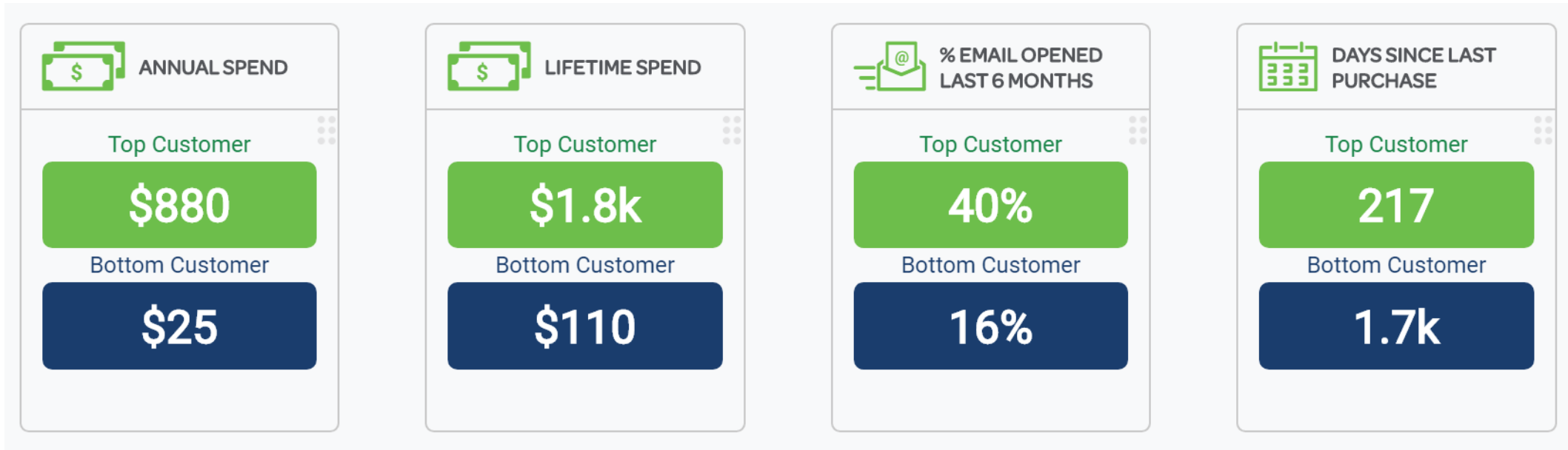
# 60 – 70%

The probability of selling to an existing customer

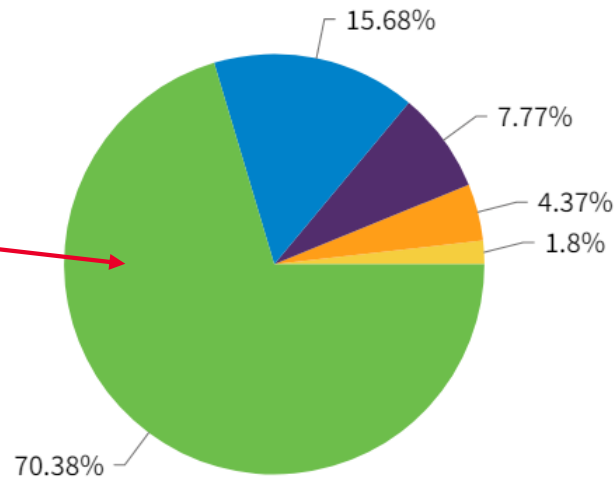
On average, loyal customers are worth **up to 10 times** as much as their first purchase.



# Example Data – Top Customers



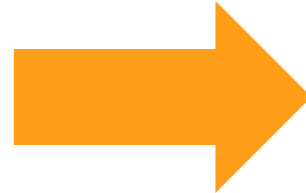
Percent of Revenue from Top 20% of Customers





# Speak to Your Audiences / Segments:

- Segment Specific to your Business
  - Loyal Customers
  - Repeat Customers
  - Loyal Advocates
  - Passholders
  - High Spenders
  - Annual Visitors
  - Multi Year Customer / Visitor



Build Messaging in Support of the Segment

# Well Done...

Subject: Help Your Kids Stay Connected. Free.

- I am a customer
- I have kids
- School is out
- Builds my trust and respect
- Good for my kids

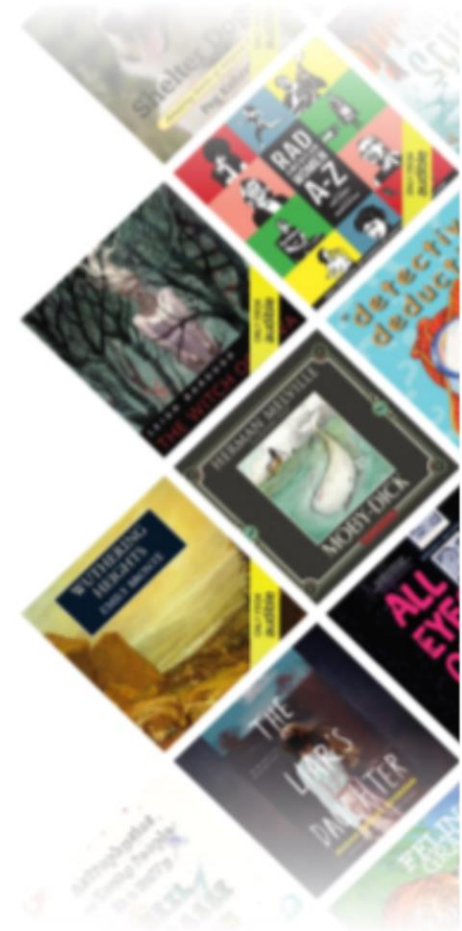


## Social distancing, meet kids' free listening.

As long as schools are out, we're hosting a free selection of stories, handpicked by our editors, for kids of all ages, at [stories.audible.com](https://stories.audible.com). Stories that entertain and help young minds stay active, open, and engaged.

All free. No sign ups. No commitments. Just explore and start listening. It's that easy.

[Start listening](#)



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# Less So.....

Subject: Is your dog booty scooting'?

- I am not a customer
- Odd message for the time
- I have health concerns...but not this one
- What???



Regular  
grooms =  
no booty  
scooting



Did you know?

Dogs don't scoot their butts just for fun. Usually dogs scoot like that when their anal glands are full and uncomfortable. The good news is, most grooms include an anal gland expression to keep that discomfort at bay.

The health and safety of our community is always a high priority, so if you have any questions about the extra precautions we are taking as we continue to offer grooming, please [visit this page](#).

Get \$20 off your first groom with code **FUNFACTS20!**

Book a groom

# Messaging

Considered an Appropriate Messaging



# Reflections on the Year Behind us

Positive messages that are not Tone Deaf will work with your customers. (it may not work with noncustomers)

- We had a great year while it lasted
- Best snow year until it ended
- Great memories made over the holidays etc...
- We have had to make changes as well
- Although we are closed, we hope to re-open



# Future Planning

Help your customers “tune out” of 24/7 Covid coverage to consider alternatives:

- Summer Planning
- Next Season
- Gear coming out in Fall
- Summer Adventures

## 4 Places I'm Dreaming About for Later in 2020

March 17, 2020 Kyle Frost + Save to a List



**Being cooped up at home means I have plenty of time to browse the internet and get excited about places I want to visit.**

While travels for the next few months are likely halted for most of us, this crisis will pass. I've been spending some of my time getting distracted and finding places I want to consider traveling in 2020 and beyond. Personally, I'm driven to visit places with loads of outdoor adventures, and hopefully a bit off the main tourist path.





# Keep Your Customers Informed

They are interested

# Keep Your Customers Informed

- Event Cancellations
- Location Closure
- Updates on Suspended Seasons
- Expected Plans for Re-opening
- Changes to availability – High Demand Products
- Online and Home Delivery Options
- Refunds and Cancellation Policies

# Informative and Genuine

Subject: Is it still ok to go outside?



We hope this email finds you well. We're sure many of you have a lot of questions about travel and the outdoors right now, so we wanted to share a few suggestions for getting outside responsibly, and to keep you in the loop about how we're thinking about the content we share.

**Read More:** [How to adventure responsibly in the age of Covid-19](#)

## What we're doing

We're working to strike a balance between providing much-needed distractions with our regular emails and posts, and adjusting to accommodate our new reality of extended time in the great indoors. Our goal is to support our community as much as possible during these uncertain times, and we're confident that we'll make it through this together. If there are ideas that you'd love to see us tackle, [please let us know](#).

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This is a difficult time for many small businesses, travel companies, and freelance creators. We're working on some ways we can help provide needed exposure or support to the community at this time. If you have any ideas, [please reach out](#).



# Talk about Your Values

# Values

Your Story, Your Value, Your Mission is Timeless.

## Thule Group»

EN

[About Us](#) [Sustainability](#) [Investors](#) [Media](#) [Career](#) [Contact](#)



Open Positions

Working at Thule Group

What we are about

Career Management

## What we are about

### Fundamentals

We want our consumers to relate to our brands whenever they look for solutions to bring what they care most for in their active lives. We enable them to live an active life by providing great products that are safe, easy to use, and stylish.

To maintain the high standard of our brands, we put great effort into having all

Smartwool. [SHOP](#) [DISCOVER](#) [SOCK FINDER](#)

search

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## Our Purpose

We exist to bring comfort, confidence, and community to a life lived outside.

## 02 Our Story

### WHAT IS SMARTWOOL?

The Smartwool community is a collection of people who believe that time outside is valuable, restorative, and essential for everyone.

When we started making socks back in 1994, our founders simply wanted to be able to ski longer without getting cold toes.

That's when they discovered the benefits of Merino wool as a performance fabric. It was soft (softer than any wool they had ever felt), moisture-wicking, thermoregulating (warm when it's cold, and cool when it's warm), sustainable, and odor-neutralizing—helping to keep feet dry, comfortable, and warm for longer than the synthetic socks they were wearing at the time. It worked so well, in fact, that we



# Soften the “Hard Sell”

You still need to sell, but it does not need to be the same type of messaging.

# Selling Product:

- At Some Point, we need to return to selling our products. With tight segmentation and proper messaging this can be done well:
  - Covid Relief Message
  - Online Only
  - Segmented to Customers



We'll See You Out There

Ski Gear Board Gear Men's Clothing Clearance

HELP THE COMMUNITIES WHERE YOU LIVE & WORK

**10% OF ALL SALES TO LOCAL COVID-19 RELIEF**

**DON'T WAIT. SALE ENDS TOMORROW!**

**ONLINE BLOWOUT!**

Spend More | **SAVE MORE**  
And Give Back!

Spend \$1500+  
**SAVE EXTRA 40%**

Spend \$500+  
**SAVE EXTRA 30%**

Spend \$100+  
**SAVE EXTRA 20%**

**SHOP NOW**

**NORDICA** **BURTON** **DESCENTE**  
**HEAD** **NEVER SUMMER** **HELLY HANSEN**

# Continuing the sale

Subject: CharcutNuvo is announcing reduced shipping minimums to help combat the Coronavirus. No need to go to the store

Simple but direct Messaging

Selling for sure, but inoffensive.

**CHARCŪTNUVO**

*Redefining Classic Charcuterie™*



With so many of our loyal customers under quarantine in their homes, CharcutNuvo would like to break up the monotony with some incredible sausage flavors. FedEx will leave orders on your doorstep. For two weeks only, we will offer **FREE SHIPPING** for orders over \$60 (\$110 to the East Coast).

Enjoy from Continental Sausage, makers of [CharcūtNuvo™](https://www.charcutnuvo.com)





# What Our Clients are Doing?

Discussion with Jason Root

# What Our Clients Are Doing?

- Customer engagement: Existing, recent customers, mail list
- Future Support: Loyal Customers/High Value Customers
- For the Home: Existing, recent customers, mail list
- Welcome Back: Existing, recent customers, mail list
- Stay Informed: Existing, recent customers, mail list

# Summary Thoughts

- Know your Audience – Segment Tightly to the Message
- Your Customers will be the first ones back. Treat them well.
- People are Looking for Information. Update them, tell them about your situation.
- Be Human. Reflect on the past and consider the future
- Quietly Sell. People are still buying.



Thank you for joining us today.

If you have any questions or comments regarding today's webinar please reach out to our VP of Marketing - Heather Knutson @ [hknutson@ascent360.com](mailto:hknutson@ascent360.com).

Stay tuned for future broadcasts and we welcome your ideas for upcoming topics.

