



# The Future of Marketing in a Post- Pandemic World

*Joseph Boyce*






*Account Director, McCann Worldgroup*

Today's goal: Help you discover more ways to connect with your customers and improve your ROI.

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Whether you're in marketing or in the postal industry, you'll learn strategies to help you:



-  Navigate new challenges.
-  Respond to customers' needs and behaviors.
-  Address regulatory compliance.
-  Integrate new technologies.
-  Discover new ways to connect and thrive.



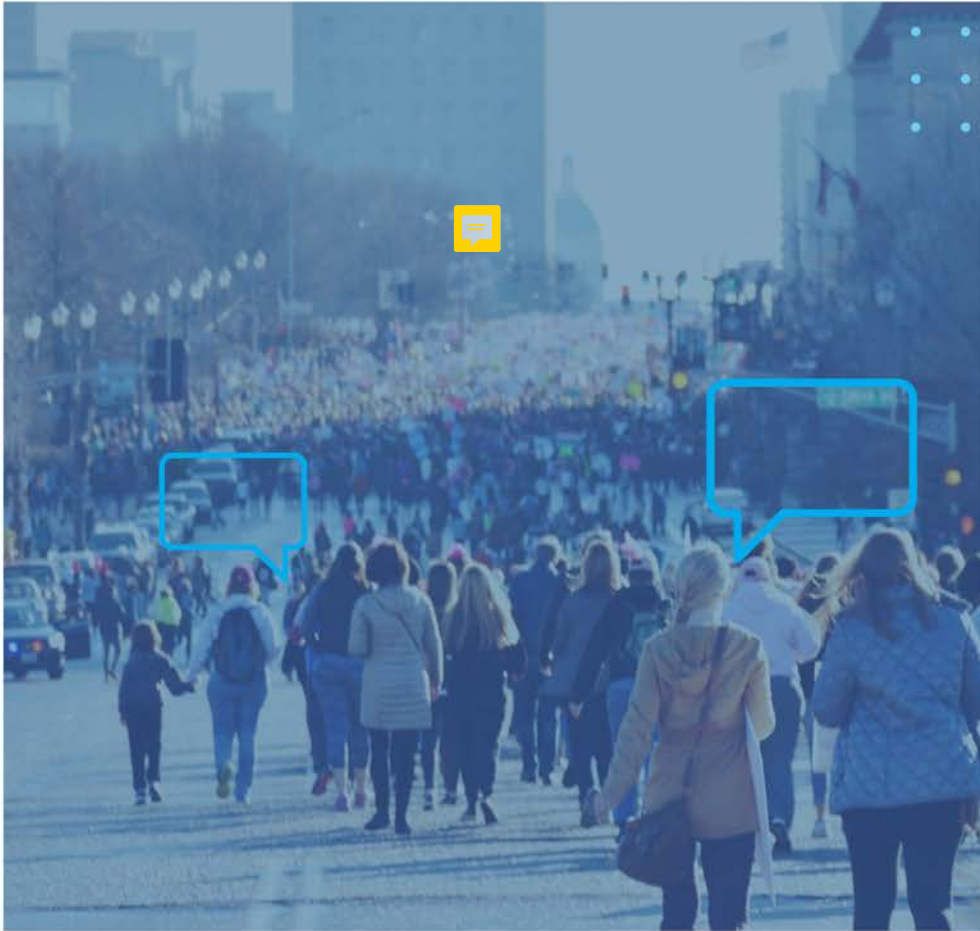
SECTION ONE

A new world for  
marketers.



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Brands are being held more accountable than ever.

Today's consumers want to support companies that care about the environment and social causes.

71%

of consumers say that brands and companies that place their profits before people during this crisis will lose their trust forever.<sup>1</sup>

1. "2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus," Edelman, March 2020.



Investing in the future of the planet.

98+%

of the wood for a leading retail brand is certified by the Forest Stewardship Council or recycled.<sup>1</sup>

Other investments include:

- 547 wind turbines.
- 2 solar farms.
- 935,000 solar panels.

1. "Being forest positive," IKEA, 2020.

2. "Annual Summary & Sustainability Report FY20," Ingka Group, 2020.



## USPS “Commitment to Environmental Excellence.”

Sustainability efforts in 2021 included:<sup>1</sup>

- Recycling 277,994 tons of solid waste.
- Securely processing and recycling 111.76 million pieces of mail.
- Expanding solar-powered facilities

Looking forward:

- Goal set to reduce energy used per square foot of building space by 25% by 2025.
- Fiscally responsible rollout of electric-powered vehicles.<sup>2</sup>

1. “USPS Postal Facts 2022.”

2. “USPS Completes Environmental Review of Next Generation Delivery Vehicle Program, Proceeds with Next Steps,” About USPS, February 23, 2022.

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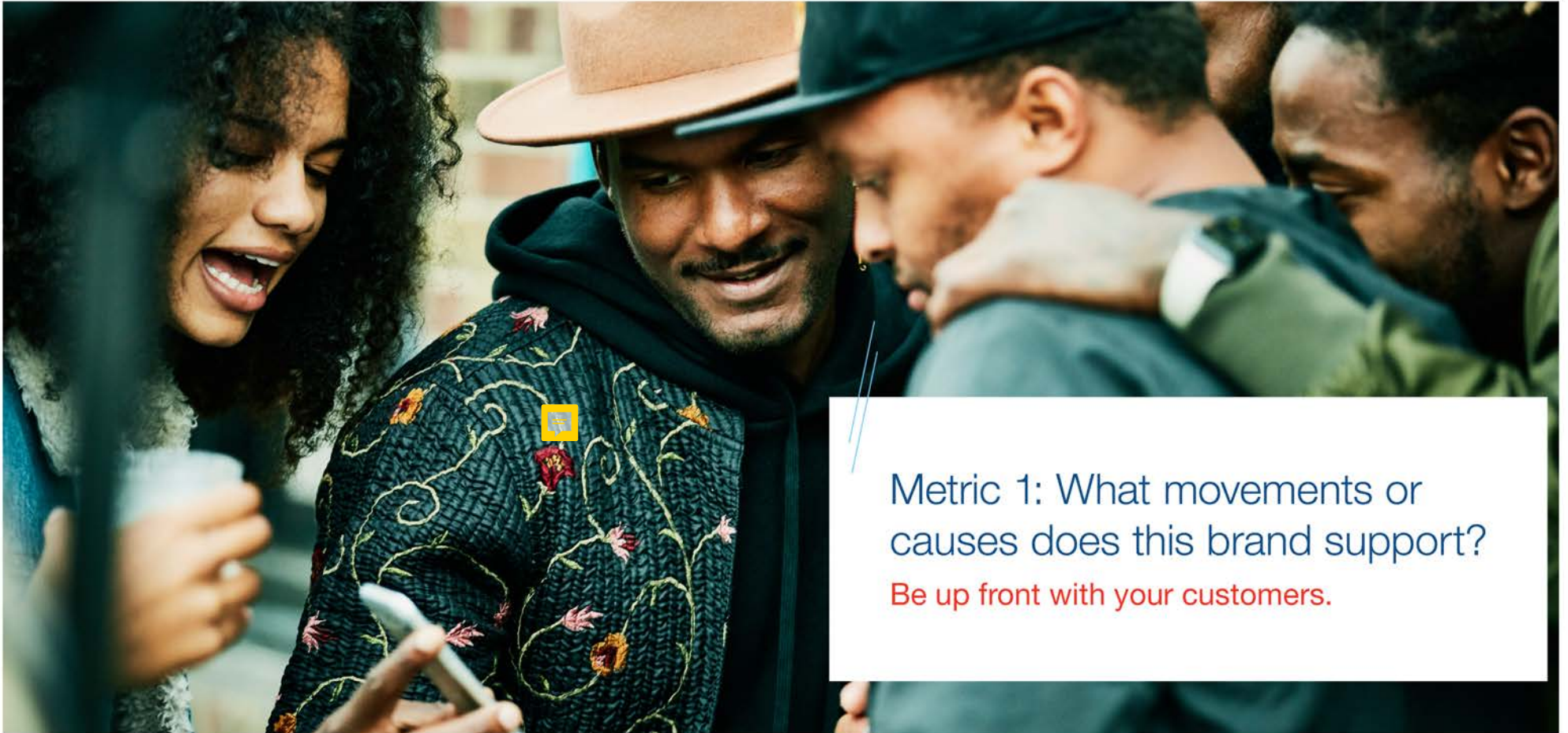




## Measuring brand value.

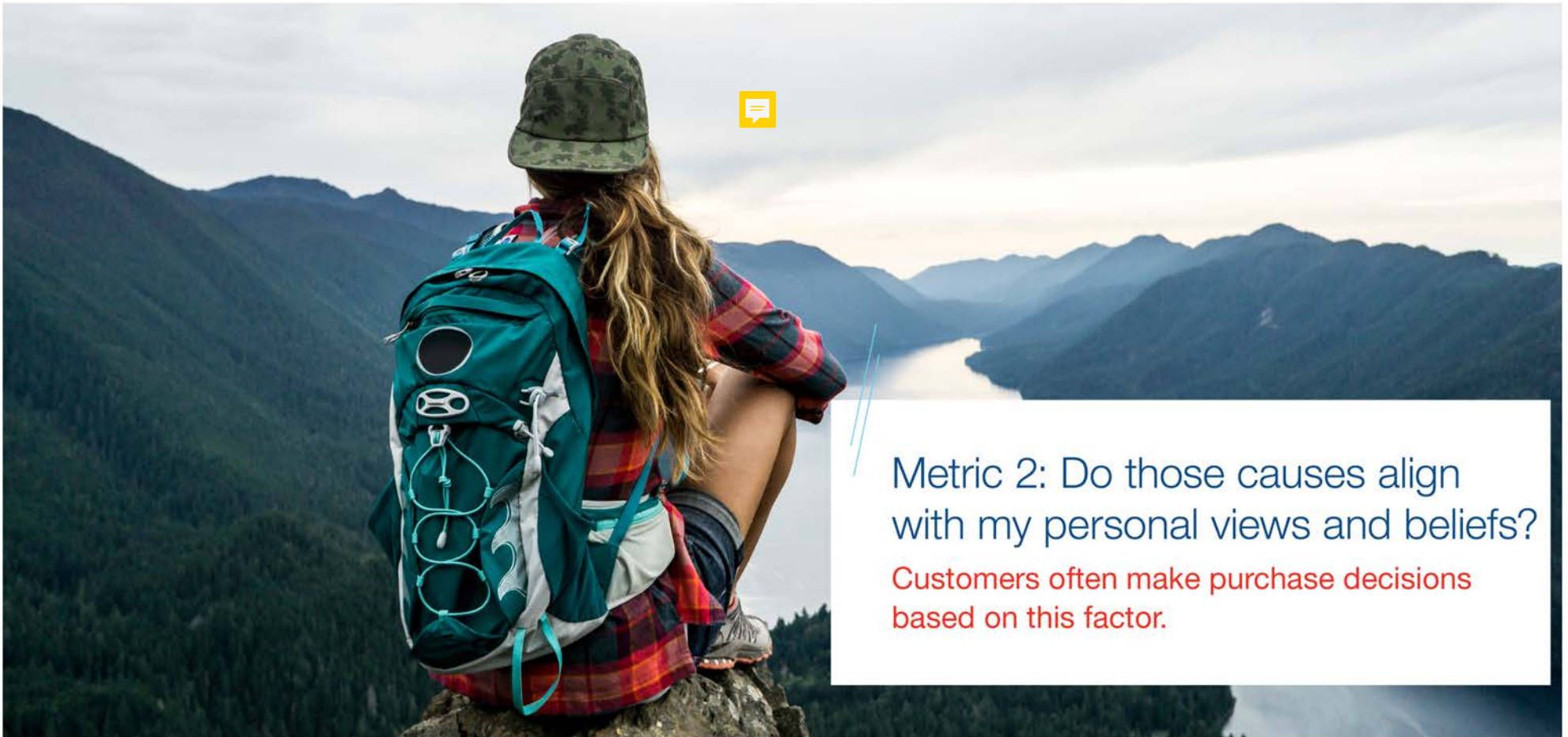
How customers evaluate a business's commitment to causes.





Metric 1: What movements or causes does this brand support?  
Be up front with your customers.





Metric 2: Do those causes align with my personal views and beliefs?

Customers often make purchase decisions based on this factor.



Metric 3: Has this company demonstrated their support with time and money, not just statements?

*Actions speak louder than words.*



## Facing issues with brand messaging.

It's all about finding the right balance.



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Authenticity, consistency, and action  
are key to building consumer trust  
in your brand.

Three steps to help you build consumer  
trust in your brand:



**DETERMINE WHAT  
YOUR BRAND  
STANDS FOR.**



**STAY TRUE TO  
THOSE VALUES.**



**TAKE ACTION TO  
BACK UP YOUR  
BELIEFS.**

## Key takeaways.

- We're just beginning to make sense of the post-pandemic world.
- Brands are under pressure to meet customer expectations.
- The "right" response is a thoughtful one.



SECTION TWO

Navigating an  
evolving landscape.



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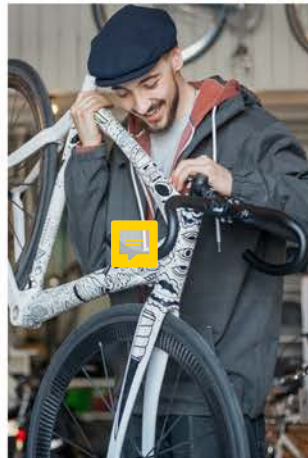


## New customer behaviors.

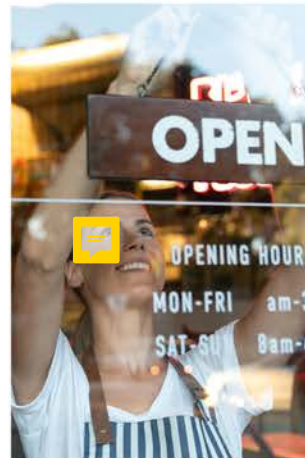
Understanding your customers' behavior is the first step in making a connection that resonates.



**ONLINE SHOPPING IS THRIVING.**



**THE DISCERNING GEN Z GENERATION.**



**LOCAL IS IN DEMAND.**



**CONSCIENTIOUS CONSUMERS.**



## The shifting customer psyche.

As customers' behaviors and priorities shift, so do their expectations.





## Financial services postcard campaign.

Giving customers a glimpse of their own life in their hands.

Three ways to naturally inspire customers to become your brand advocates:<sup>1</sup>



**STRIVE TO CULTIVATE  
AUTHENTIC  
RELATIONSHIPS.**

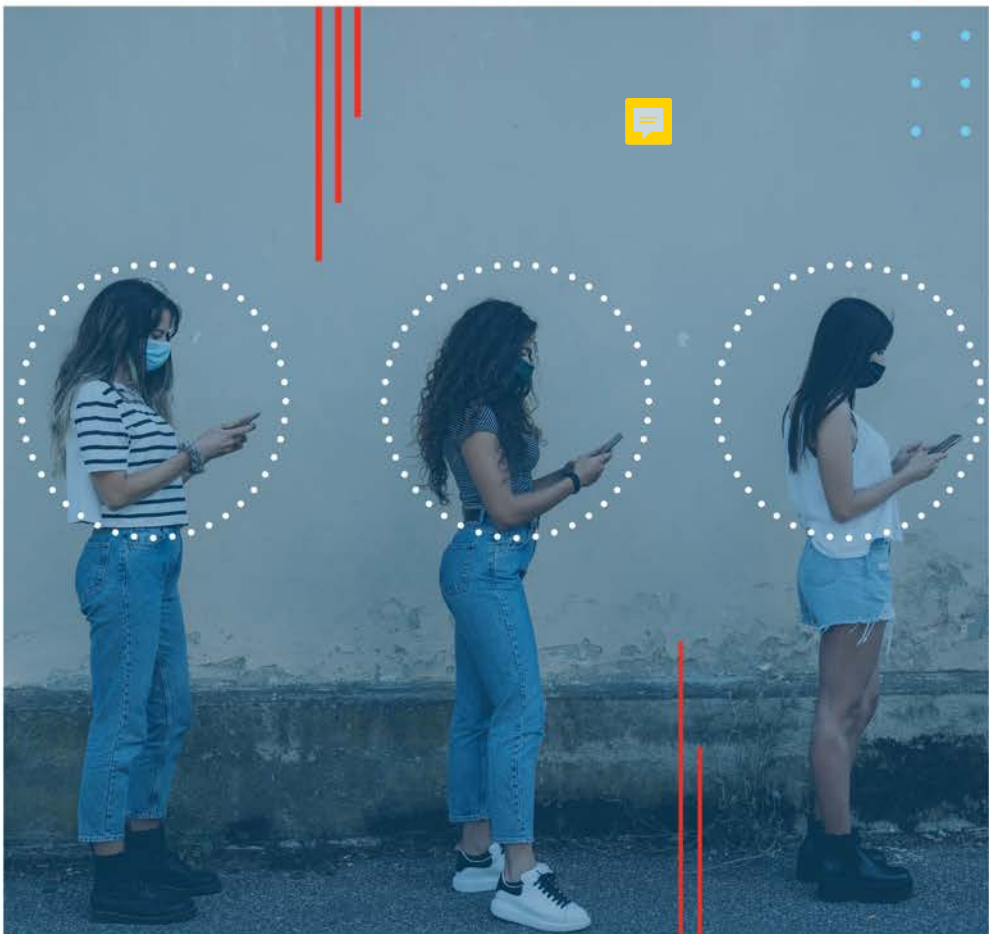


**STEER CLEAR  
OF "FORCED  
HUMANITY."**



**STAY TRUE TO A  
CONVERSATIONAL  
APPROACH.**

1. Emma Mulcahy, "Navigating the new normal: how marketers can humanise and personalise the consumer experience," The Drum, June 9, 2020.



Influencer marketers are making human connections.

60%

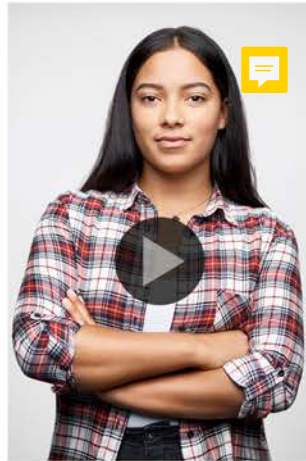
of people between 16 and 24 in the U.K. and United States credited influencers on social media with driving purchases within the last six months.<sup>1</sup>

1. "The Importance of Trust," Takumi, March 3, 2020.

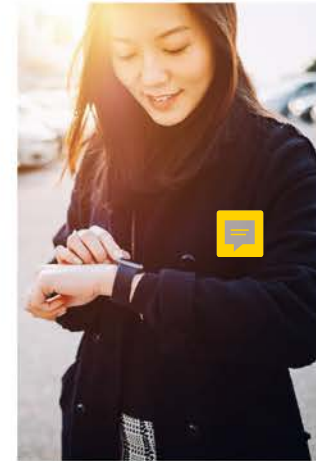
Direct mail and influencer content.



**SHOW INFLUENCERS  
ENGAGING WITH  
YOUR BRAND.**



**LINK TO VIDEOS OR  
TESTIMONIALS.**



**INCORPORATE DIGITAL  
TECHNOLOGY THAT  
DRIVES TO INFLUENCER  
CONTENT.**

**Spectrum**

SWITCH TO SPECTRUM TODAY

SPECTRUM INTERNET ASSIST + SPECTRUM LIFESTYLE TV

**\$17.99** + **\$29.99**

Plus equipment fees.

NO CONTRACT

Reply by 02/06/20  
Call 1-877-959-1751

LIMITED-TIME OFFER FOR:

LA: KEVONSTAGE HAS A SPECIAL MESSAGE FOR YOU! SCAN THE IMAGE TO WATCH IT.

Download the Zappier App | Scan the Image | Discover the Experience

EXPERIENCE THIS IN AUGMENTED REALITY

KEVONSTAGE - Comedian

0106-SALD1729-AV-C

Dear [Redacted]

Great news! You've been selected for this exclusive offer. Switch to **Spectrum Internet Assist** and save even more when you bundle it with **Spectrum Lifestyle TV**.

Call **1-877-959-1751** today to get this amazing deal!

**SPECTRUM INTERNET ASSIST**

- No data caps and **30Mbps** speeds
- FREE** modem and **FREE** Security Suite
- FREE** Parental Controls to block access to unwanted websites

**SPECTRUM LIFESTYLE TV**

- 50+ must-have channels, like BET, OWN and VH1, with many in **FREE HD**
- Download our **FREE Spectrum TV® App** and watch live TV in any room
- Choose from a huge selection of **On Demand** titles

Sincerely,

*Marisol Martinez*  
Marisol Martinez  
Vice President of Multicultural Marketing

P.S. Ask about Spectrum Voice®. For only \$9.99/mo., you can talk all you want with unlimited calling within the U.S., to Puerto Rico, Canada and the U.S. Virgin Islands.

0106-SALD1729-AV

**GET MORE FOR LESS**

✓ <b>FREE</b> modem	<b>Included</b>
✓ <b>FREE</b> Security Suite	<b>Included</b>
✓ <b>FREE</b> Parental Controls	<b>Included</b>
✓ <b>FREE</b> On Demand	<b>Included</b>
✓ <b>FREE</b> HD channels	<b>Included</b>
✓ <b>30-Day</b> Money-Back Guarantee*	<b>Included</b>

**HURRY!**  
THIS OFFER ENDS 02/06/20  
**CALL TODAY**  
**1-877-959-1751**

Cable company direct mail campaign.

Seamlessly integrating digital, physical, and influencer power to create an immersive and memorable customer experience.

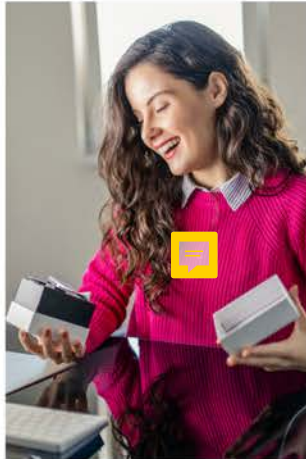
Christopher Karpenko, "The Case for Combining Direct Mail and Influencer Marketing," ANA, November 26, 2020.

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Today, it's all about creating personalized journeys.

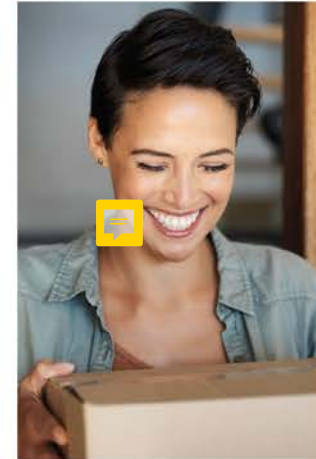
Consumers want more human connection with your brand.



**EXPERIENCES  
MATTER.**



**MORE  
TOUCHPOINTS.**



**MAKE IT  
PERSONAL.**

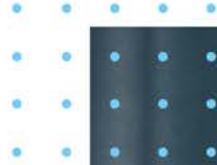
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Choosing the channels that deliver the right touchpoint for the right goal along the customer journey is key.

	Awareness	Desire/interest	Seek more/consider	Intent/evaluate	Transaction	Loyalty/ recommendation
Direct mail 						
Magazine 	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Newspaper 			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
TV 	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
OOH 	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			
Radio 	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Digital medium 			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Website 				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Email 					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

This chart is an example for illustrative purposes only.



## Key takeaways.

- Customer priorities are shifting.
- Influencers can help build connections.
- Consumers want more personal, human connection.



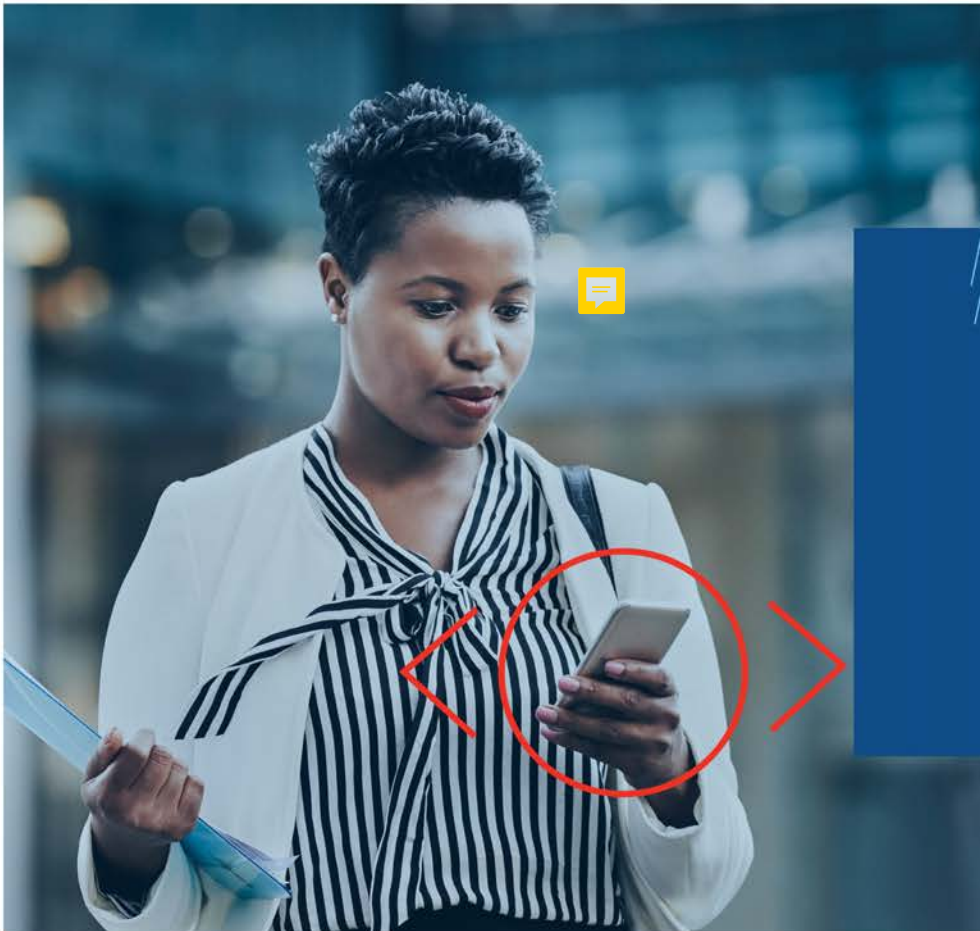
SECTION THREE

Keeping up with  
today's marketing  
regulations.



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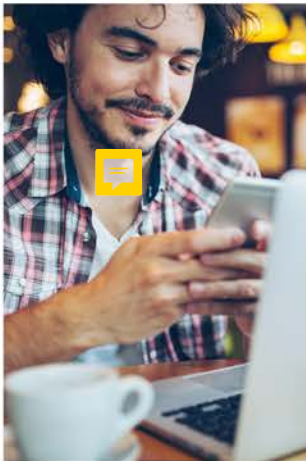


## The rise of “opt-in.”

Most international antispam laws now require new customers to agree to receive your marketing communications.

## Global Data Protection Regulation (GDPR).

The GDPR requires that data be collected with:



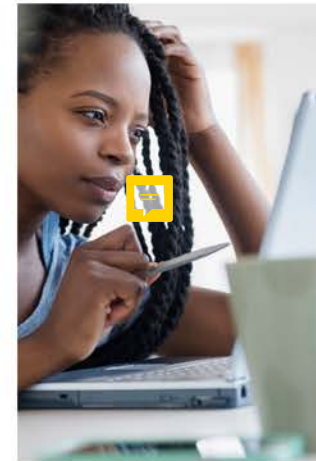
**TRANSPARENCY.**



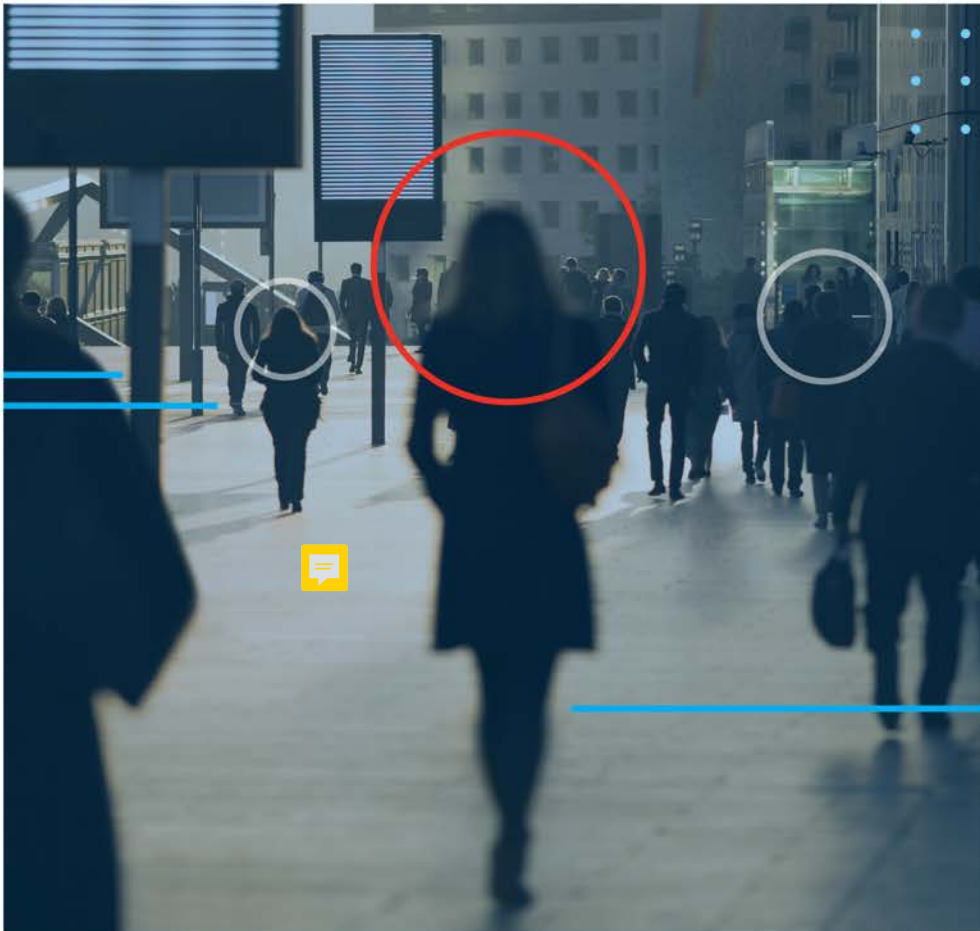
**LEGITIMATE PURPOSE.**



**PROPORTIONALITY.**



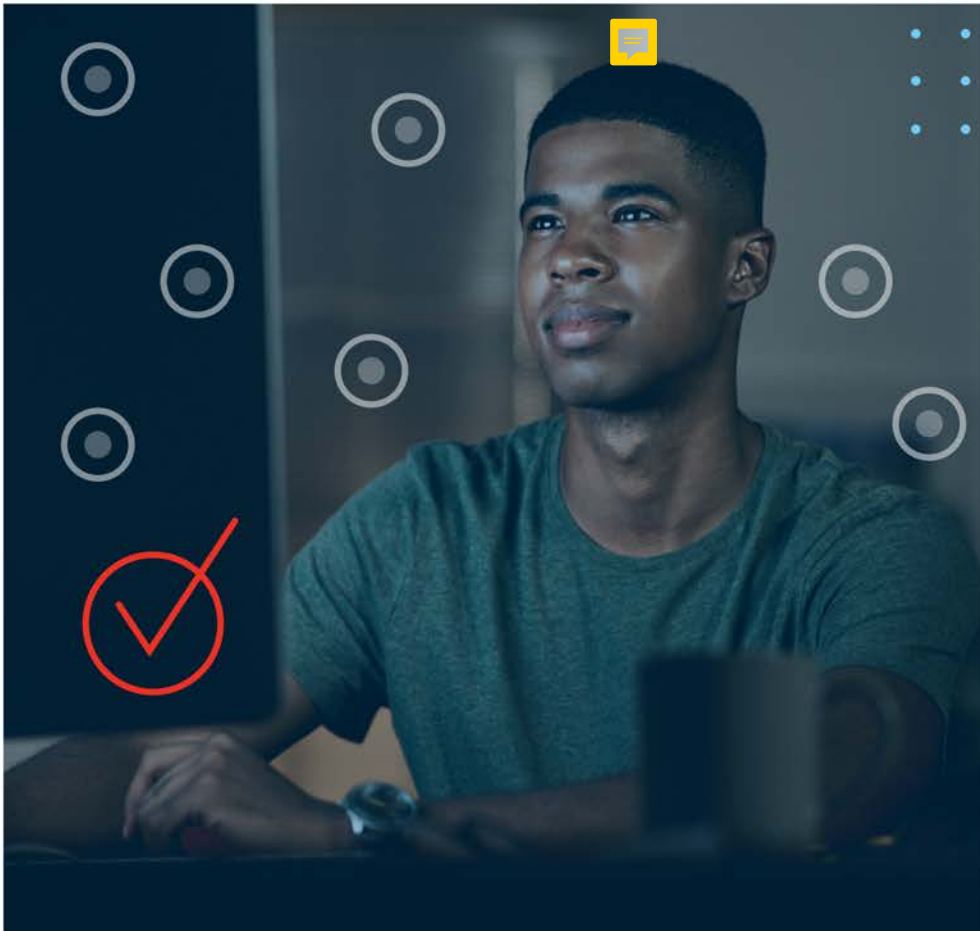
**SUFFICIENT SECURITY.**



## California Consumer Privacy Act (CCPA).

California now requires businesses to be up front with data practices to:

- Disclose the kinds of information a business gathers.
- State whether the information may be shared with other parties.
- Explain the process for customers to review or change info pertaining to them.
- Declare the effective date the policy was enacted, along with any subsequent changes.



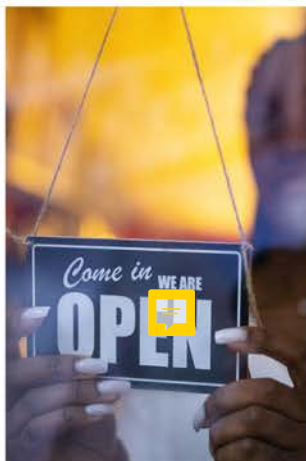
## Compliant Privacy Policy Guidelines.

Privacy has become a major concern for consumers.

Guidelines can help you build consumer trust in your brand.

- Be accessible.
- Outline usage.
- Include release details.
- Allow amendments.
- Enable easy opt-out.
- Provide for opt-in.
- Ensure accurate messaging.

A strong privacy policy  
can help you:



**BUILD CUSTOMER  
TRUST.**



**PROTECT YOUR  
REPUTATION.**



**AVOID MAJOR  
FINES.**

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## Key takeaways.

- Privacy has become a major concern for consumers.
- Customers now expect brands to act with integrity.
- Regulatory compliance is critical to instill customer confidence and protect your business from fines and penalties.



SECTION FOUR

More technology,  
more complexity.



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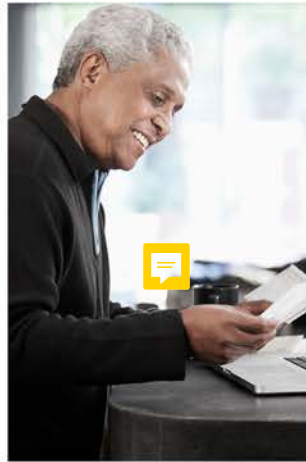
## Marketing automation.

Create continuity across the full customer journey.



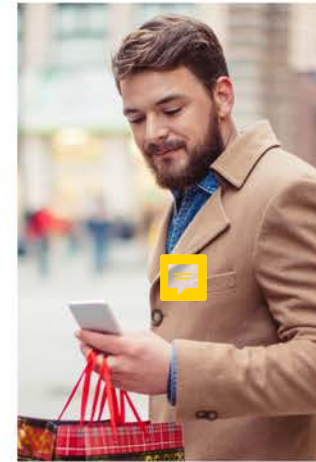
### **NEW CUSTOMER.**

Receives a welcome email, followed by a direct mail piece.



### **ENGAGED CUSTOMER.**

Targeted with an invite to a loyalty program.



### **LAPSED CUSTOMER.**

Promoted to reengage with a limited-time sale.

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## Retargeting.

Retargeting relies on gathering variable data about individuals who interact with the brand.

How it works scenario:

- A prospect visits your website.
- You're able to retarget them with a direct mail piece reminding them of the item they viewed.
- Enhance the mail piece with related recommendations and a discount code—moving them from consideration to purchase.



Artificial intelligence (AI) is becoming mainstream for marketers.

84%

of marketers reported the use of AI in 2020, up from 29% in 2018.<sup>1</sup>

78%

of marketers describe their customer engagement as data driven.<sup>1</sup>

1. "State of Marketing: Sixth Edition," Salesforce Research, 2020.

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## Account-based marketing (ABM).

Bringing key decision makers into the conversation can help turn them into customers.



## Key takeaways.

- Artificial intelligence is here to stay.
- Integrated marketing creates smoother interactions.
- Send the right messages at the right time with automation and retargeting.



# Q & A

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Thank you.

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