

A portrait of Karen Leland, a woman with shoulder-length brown hair, smiling and wearing a blue blazer. She is positioned on the left side of the slide, with her face partially overlapping the dark blue background.

Verizon Small Business Webinar Series

Future-proof: How to
create new small
business offers for a
COVID world.

McKinsey & Company

Refocus VS. Just Cut Spending





#1. From Vendor to Resource.

*Trust Is The
ONLY capital
right now.*





RUTH'S
CHRIS
STEAK HOUSE

US
PRIME

®

The image shows a large, illuminated sign for Ruth's Chris Steak House mounted on a building facade. The sign features the brand name in a combination of silver and red lettering. A circular logo with the words 'US PRIME' is positioned over the word 'CHRIS'. The building has a modern, grey stone or concrete finish. In the foreground, there are green tree branches on the left and a black street lamp with a white globe on the right.



SHAKE SHACK®

DOING THE RIGHT THING

+

IN THE RIGHT WAY

+

TIMING

=

TRUST

**The
Post-
COVID-
19
Equation
for Trust**

**The status quo is
not an option.**

**Go
One
Step
Beyond.**



**Mitigate
Threat &
Accelerate
Recovery by
Transforming
Value
Proposition.**

Repricing: How can we create free or reduced cost offerings to capture new business?

Refocus our message: How can we elevate our brand messages around features and capabilities that are the most relevant today?

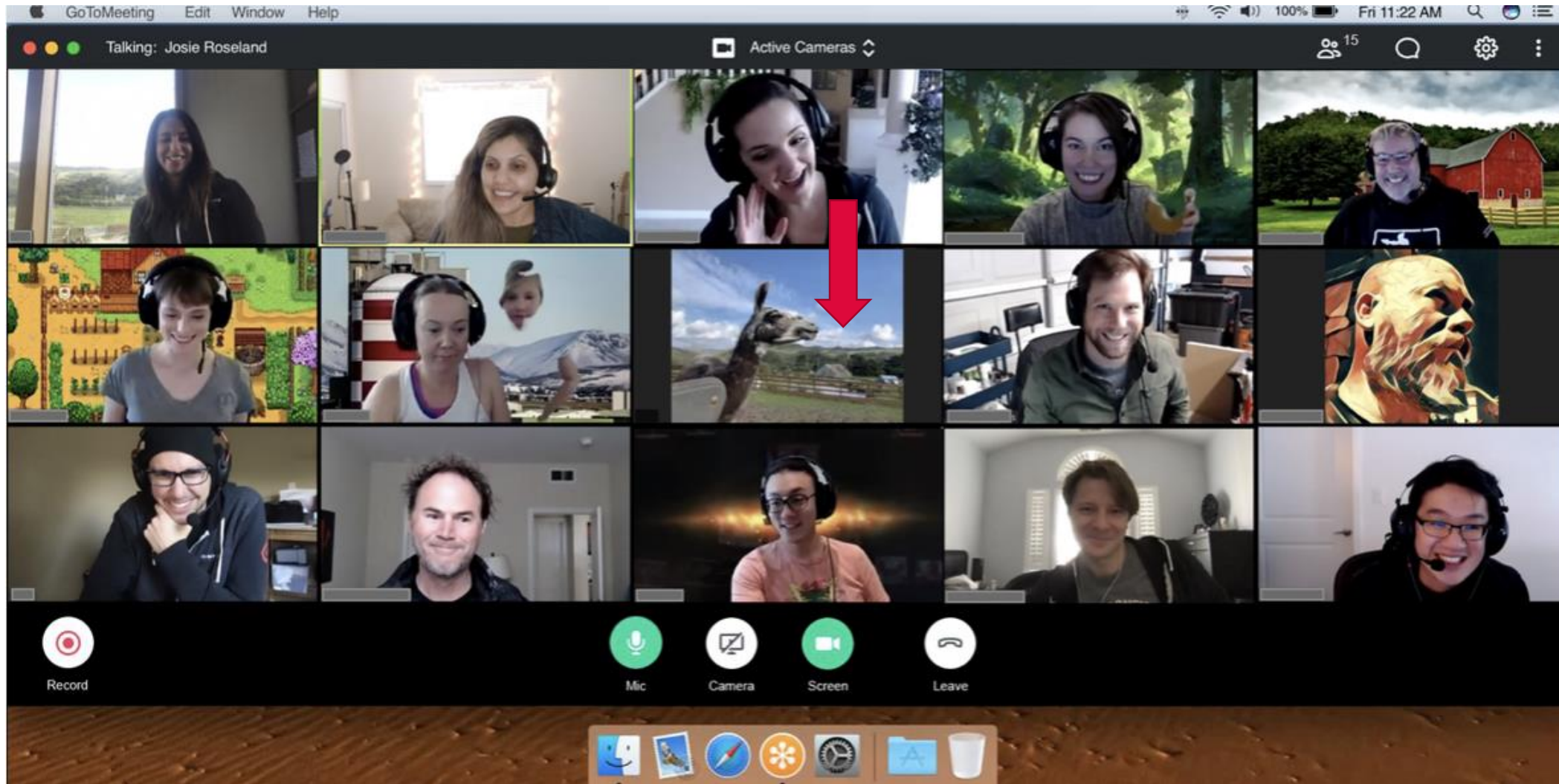
Fast brand enhancement: How can we launch a new offering, with minimal investment for the purpose of driving brand awareness?

Evolve existing offers: How can we re-invent a current offer so that it is more relevant in today's situation?

New offerings for a new normal: What new-world offerings can we create that will be commercially relevant in the new normal?



SWEET FARM: GOAT-2-MEETING



#2. Service VS. Selling





LVMH Making Masks



Find the best for your pet...



24/7 help ▼

account ▼



shop by pet ▼ shop by brand pharmacy ▼ today's deals gift cards

FREE 1-3 DAY SHIPPING

Save 30%

on your first  Autoship

[Learn more](#)

Tips for a Clean, Allergy-Free Home With Your Pet

[LEARN MORE >](#)

\$3 Million in Free Pet Supplies to Animal Welfare





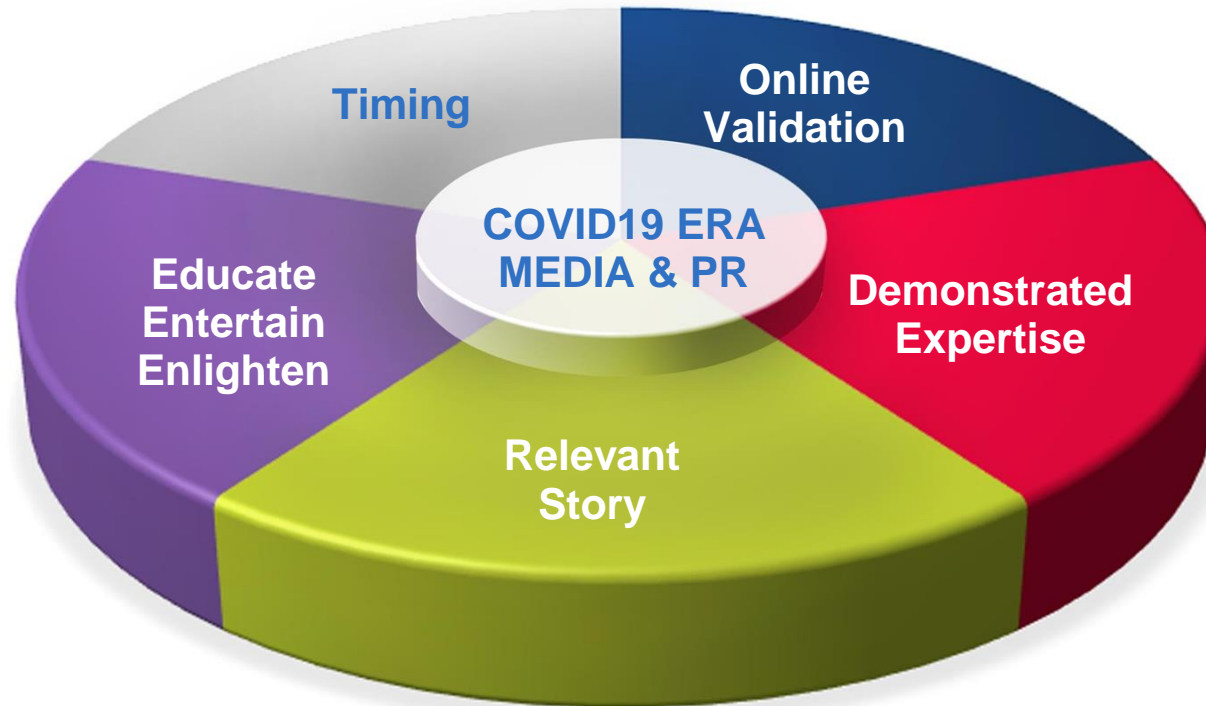
More Than a Beauty Box

We're here to help you find joy in beauty and in taking care of yourself. Think of us as a monthly box of you-time.



40,000 Grooming Boxes To Hospital Staff & Nurses

THE 5 REQUIREMENTS OF PR IN THE COVID19 ERA (BREAKING NEWS ERA)



THE SMB OWNER...

How Can We Show Our Clients **in
Everyday Ways** That We Are Committed
to Being a Resource **for** Them?



What Is The Plan **for** Rethinking
How We Do Business Short Term
and Long Term **to** Meet Customers
Where They Are Now?



#3. From Live
or Virtual
to
Live **and**
Virtual.

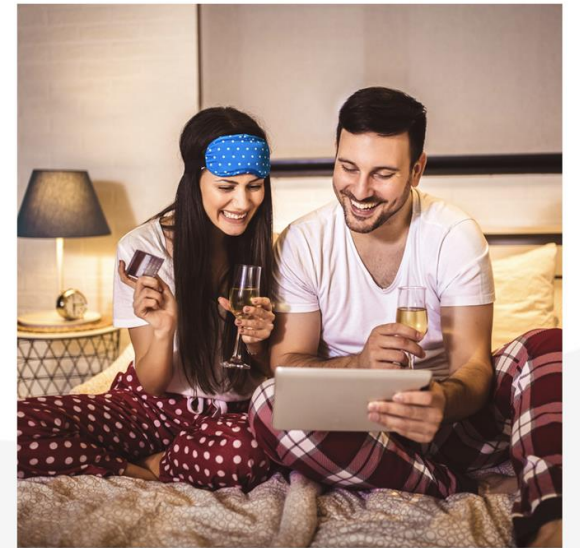


WineShop
At HOME


HOST A VIRTUAL *Wine Tasting*

We'll turn your home into a tasting room,
bringing the wine lifestyle to you.


[SCHEDULE A TASTING](#)



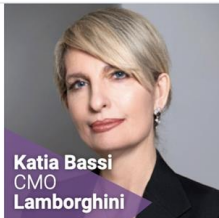
THE MARINA OF VALENCIA, SPAIN




RAJA RAJAMANNAR
CHIEF MARKETING & COMMUNICATIONS OFFICER
AND PRESIDENT - HEALTHCARE MASTERCARD
WORLDWIDE




Vivek Bapat
SVP, Marketing and Communications
SAP



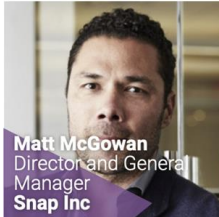
Katia Bassi
CMO
Lamborghini



Huda Buhumaid
CMO
Dubai Holding



Jane Wakely
CMO
Mars



Matt McGowan
Director and General Manager
Snap Inc

7,000 Attendees a Week

WEBIT VIRTUAL | The Global Thought Leadership Network

Brand Innovation Week: May, 22th
THE THOUGHT LEADERSHIP SUMMIT



HOSTED BY
Dr. Plamen Russev
Executive Chairman
WEBIT FOUNDATION

SPECIAL GUESTS
Guy Kawasaki
Author, Speaker & Former Evangelist
APPLE

Vivek Bapat
SVP, Head of Marketing & Communications
SAP

MODERATOR
Karen Leland
Columnist
INC. MAGAZINE

7,000 A Session

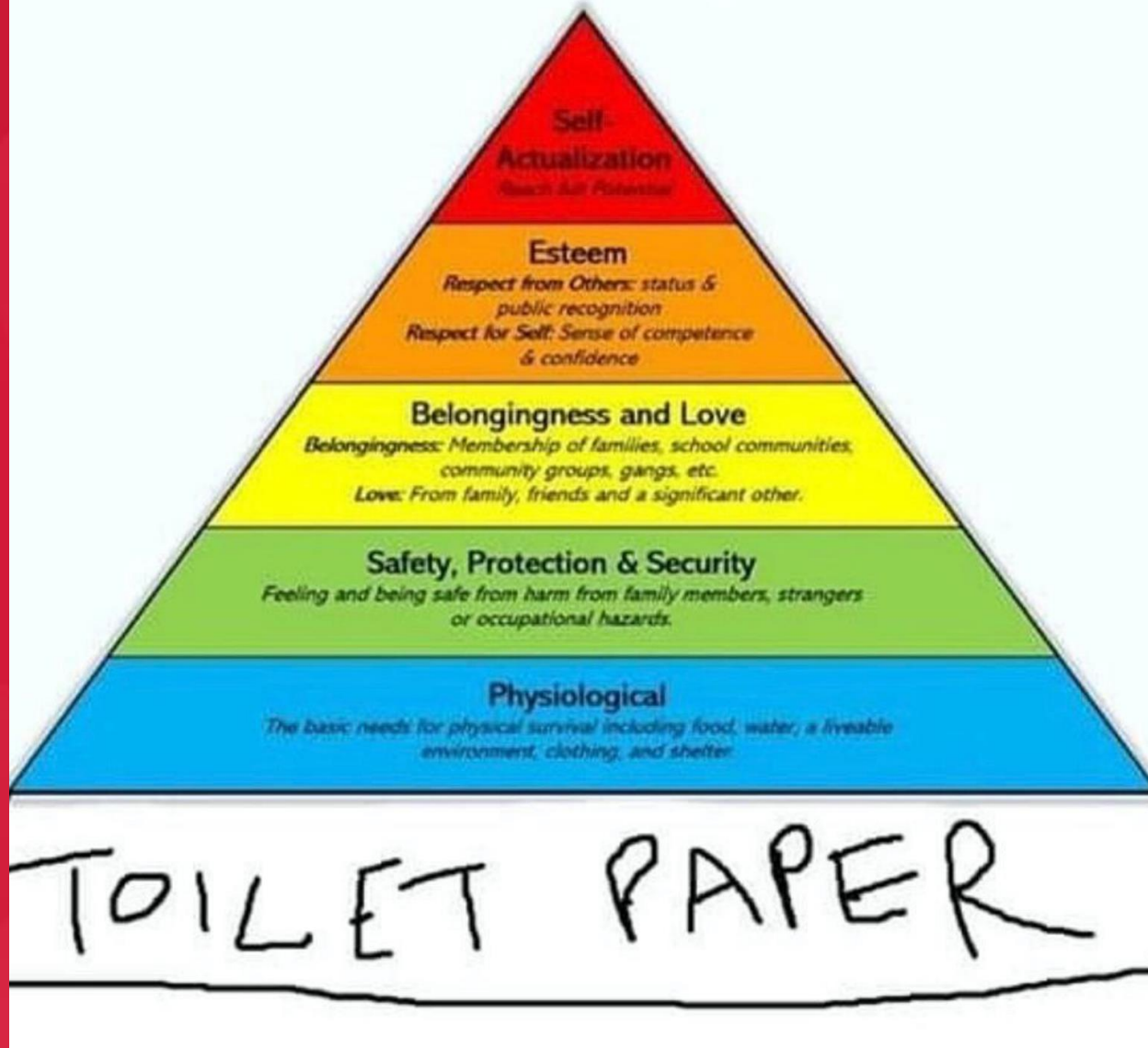
NEW ESSENTIALS

Third Category Of Spending

ESSENTIALS

**NON-
ESSENTIALS**

Maslow's Hierarchy of Needs



- 14 HOURS AT HOME VS. 6
- NEW ESSENTIALS 40% OF CONSUMER SALES

OFFICE
SUPPLIES

28%

HEALTH AND
FITNESS

29%

HOUSEWARES

26%

HOME
IMPROVEMENT

24%

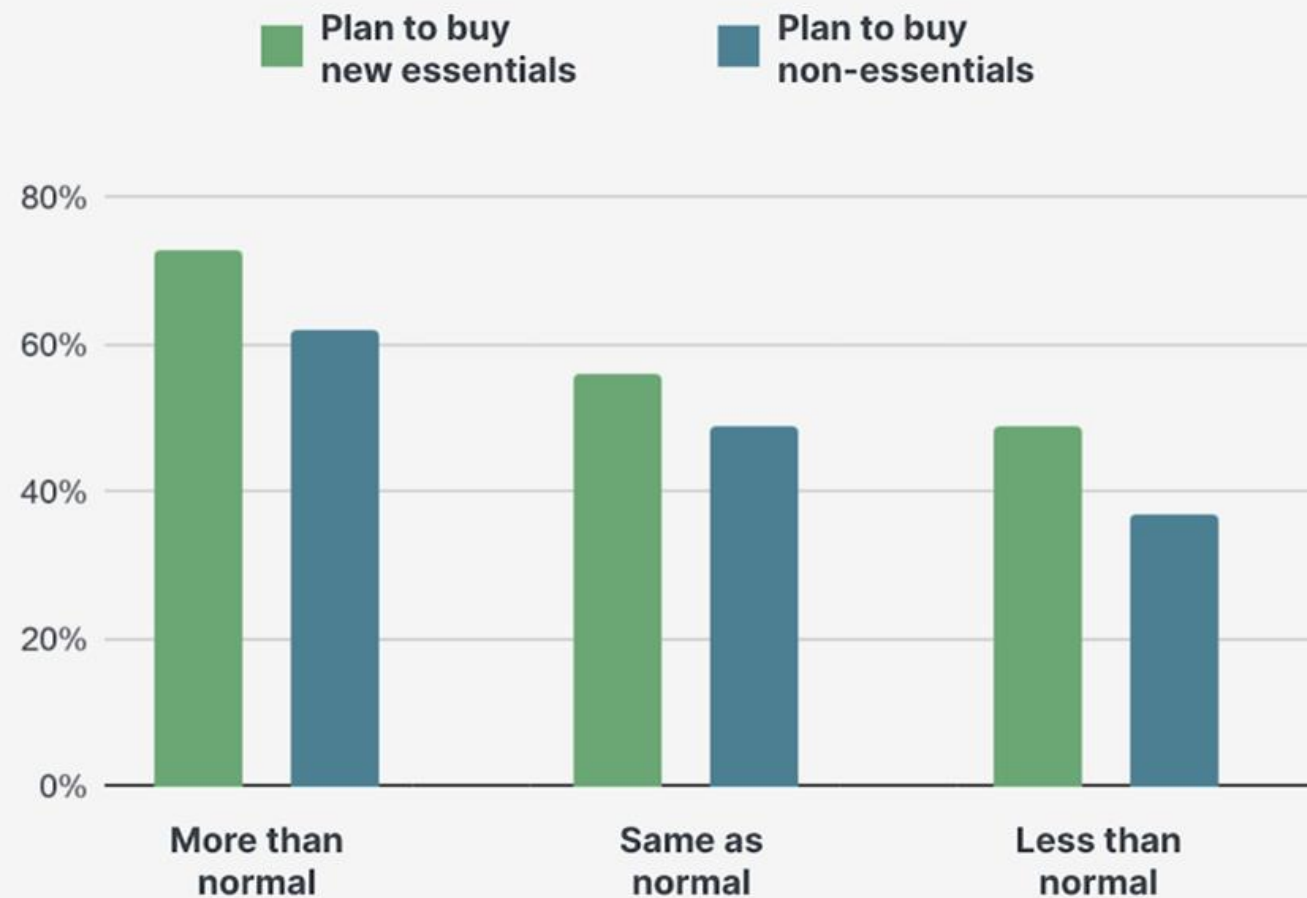
BEAUTY AND
COSMETICS

30%

TOYS AND
HOBBIES

29%

Future Spending Plans



THE SMB OWNER...

How Can We Take Advantage **of the**
Virtual Options **for** Our Business?



What Is **the** Plan **for** Integrating
Virtual **into** Our Business Today **in**
Ways That Will Impact Tomorrow?



**More
Eyeballs
Than
Ever Are
Looking
At Your
Company
& **YOU**
online**

YES, YOUR WEBSITE & SOCIAL MATTER



30% OPEN
RATE

NYT, CNBC,
Small
Biz, Daily.Com

NO TAKERS



**No Longer
An
Option...**

You Must

**Have A
CEO Brand**

**& Be A
Social CEO**

70% said a CEO's reputation plays an important role in attracting employees to a company as well as motivating them to stay.

50% of high-performing CEOs have 2 or more social media accounts

While 72% of low-performing CEOs had 0 or 1 accounts.

48 percent of a company's reputation can be attributed to the standing of its CEO.

THE SMB OWNER...

Is Our Current Company Online Presence (website, social) Up **to** Date, User Friendly & Presenting Our Brand Authentically & **in the Best Light?**



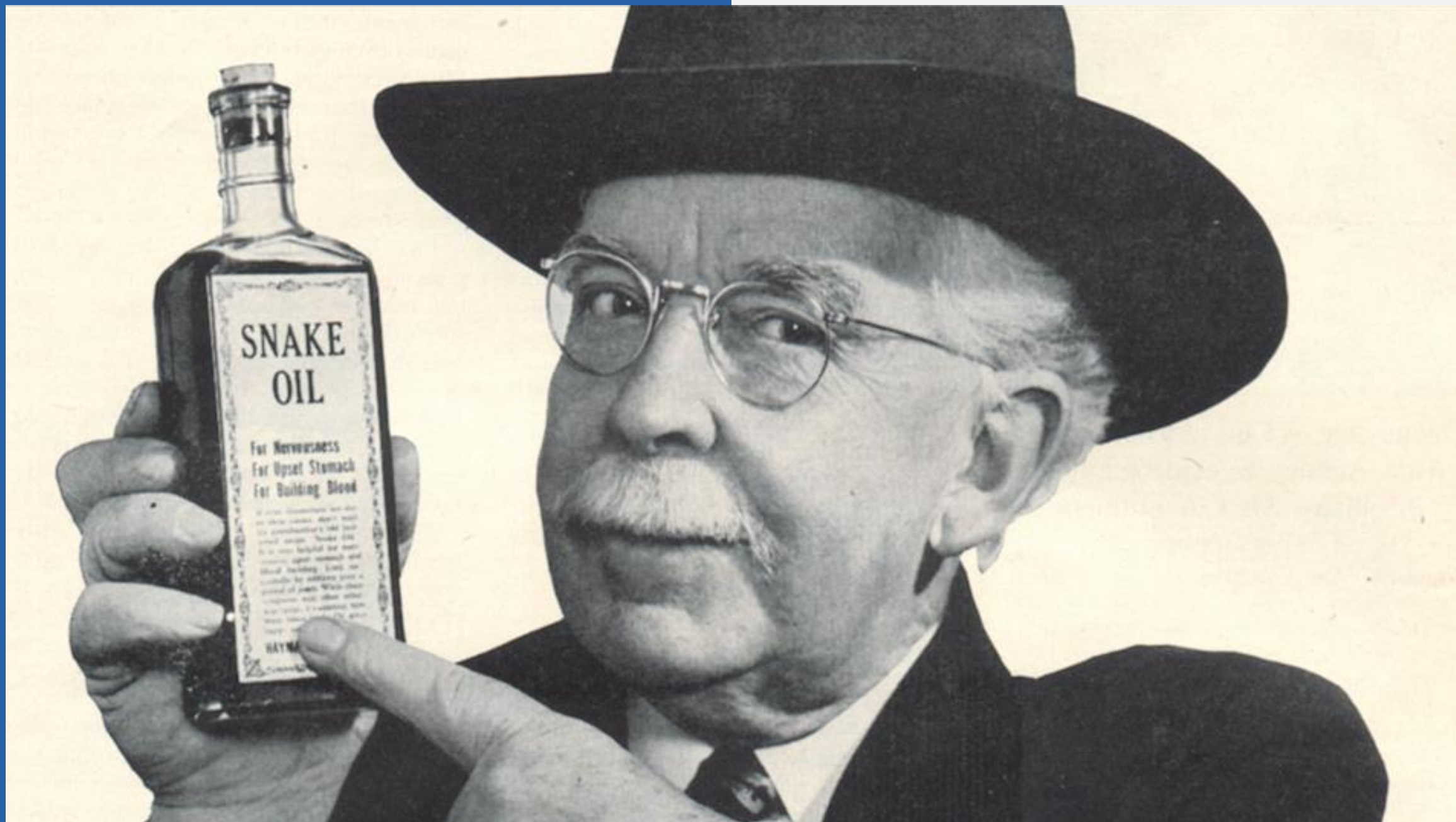
What Is **the Plan for** Creating a Parallel Brand Between My Business and My CEO Brand? What Am I Doing **to Be an Engaged Social CEO?**

Harvard Business Review

**Prevention
VS.
Promotion
Balance.**

Go home marketing, you are drunk.

#4.
FROM
DRUNK
TO
SOBER
MARKETING™





**“You have to do
Facebook ads. You could
sell millions.”**

**“If you’re not on
Instagram, you’re
missing the boat.”**

“Podcasting is hot.”

3 Elements of Sober Marketing™



A Small Amount of Research



Married to Experience

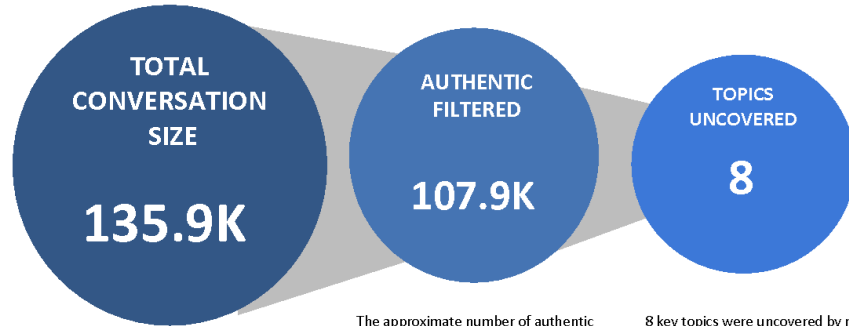


A Dash of Reasonable Assumptions

SOBER MARKETING™



Size of the conversation



Total number of conversations on the topic of small businesses during covid-19 within the timeframe given in the US.

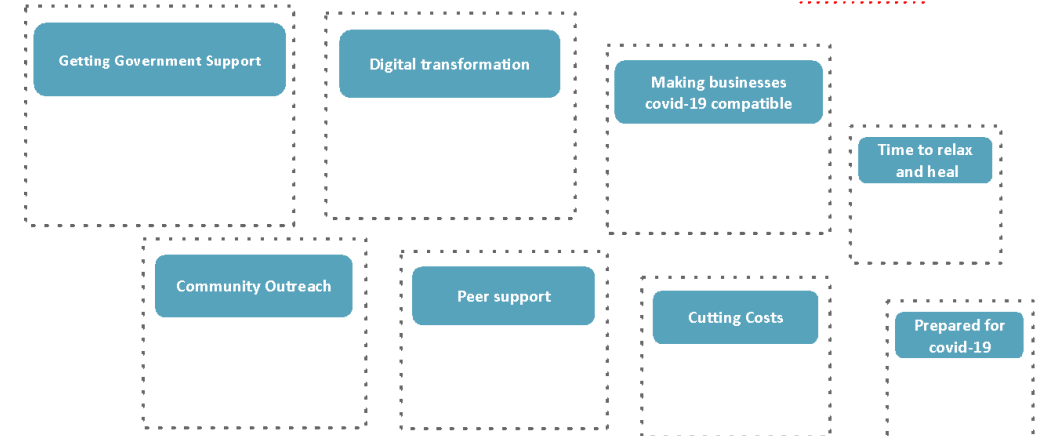
The approximate number of authentic conversations - in which ordinary people discuss the topic of small businesses during covid-19.

8 key topics were uncovered by native language analysts during the analysis of the conversation.

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Key Topics

The size of the box is indicative of the prevalence of the conversation topic.



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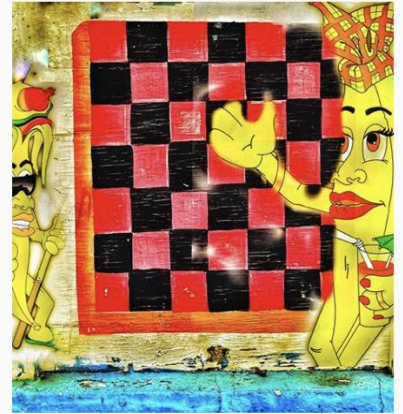
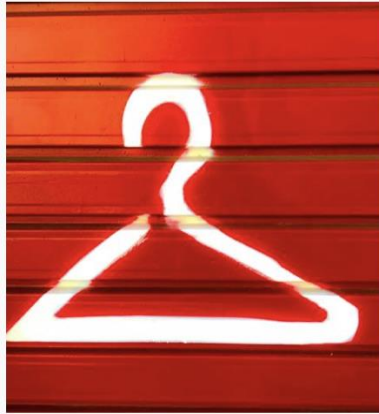
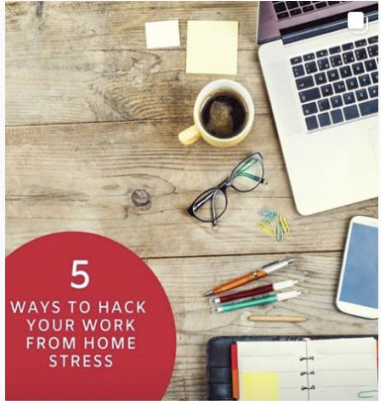
Social Research

Influenced Strategy

- Redo Instagram and Facebook posts using different hash tags.
- Create regular content around the topic clusters.
- Cross post Instagram to Facebook.
- Adjust content so visuals are more in line with millennials.

Top Hashtags

- 
- 
1. #covidbusinesstips - 71
 2. #covidbusinesssupport - 66
 3. #covidbusiness - 29
 4. #covidbusinessopportunities - 8
 5. #innovativebusiness- 1402




Increase In Followers & Engagement

Research + Experience + Reasonable Assumptions

THE SMB...

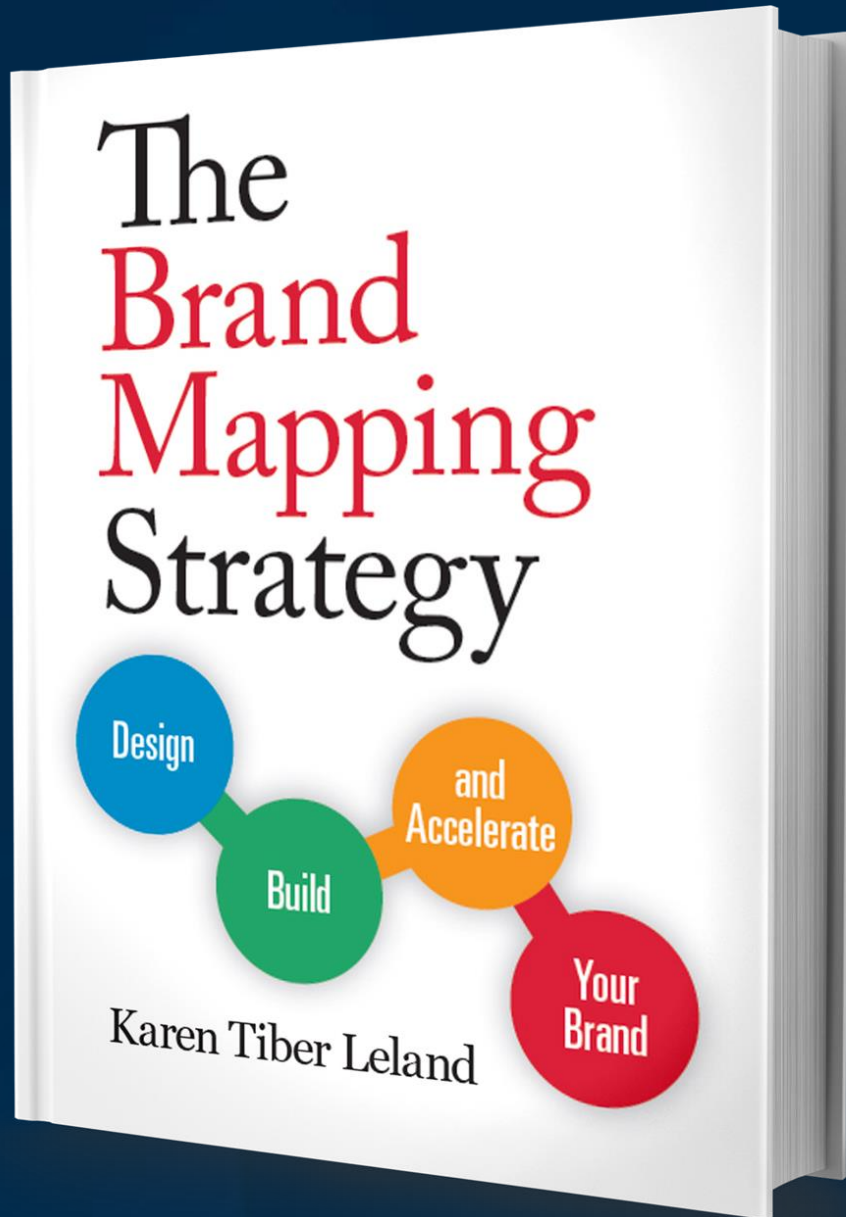
What Criteria Are We Using **to** Make Our Tactical Marketing Decisions?



Have We Created a **6- to 12-Month** Overall Branding & Marketing Strategy Based **on** Sober Marketing?

“Sometimes when the house falls down, we move on and rebuild in other places, new structures made from the same materials but shaped to tell a different story.”

Sarah Viren, New York Times



THOUGHT TALK

Conversations
with today's top thinkers



with Karen Tiber Leland,
Sterling Marketing Group



- **ONLINE BUSINESS BRAND**
- **YOUR CEO BRAND**

CALL OR TEXT ME - (415) 260-4615

LINKEDIN - KAREN LELAND