

The COVID-19 Era has shifted Marketing & Business Development efforts



... but it is not all **quiet!**

alericonsulting a Strategic Marketing consulting firm, commissioned this survey to understand how Marketing & Business Development (MBD) practitioners and Business leaders were engaging the market during COVID-19 season and their view of the horizon.

This was a generalized random survey, and we hope the highlights below will help you to **Remain not only visible BUT also valuable in your market!**

We are keen to underscore that as the market evolves into the new normal, these findings would need to be aligned to an organization's unique priorities.

Emerging survey findings



Relationship Management



Demand/leads generation



Insufficient budget resources

Finding I – Organizational Marketing & Business Development (MBD) shifted!

Ranked at an average of 7 on Likert scale, which is above a possible moderate point of 5, the findings of this survey lead us to settle that **MBD has shifted, but there has been some level of ongoing market engagement during COVID-19 season.**

It also explains the struggle balancing between being felt in the market OR survive within minimal clarity, restrained budgets and unique market behavior.

Organizations need to explore how they would still maintain visibility and provide value by **demonstrating how their value proposition speaks to their clients/customers current needs** using channels that would best reach them while making best use of available resources.

Finding II – Maintaining on-going business relationships and upscaling brand eminence were Top rated MBD objectives

This is an indicator that there is a preference to leverage existing investments - in this case their current **Relationships** and **Brand** which are a foundation on which to maintain relevance and strengthen identity.

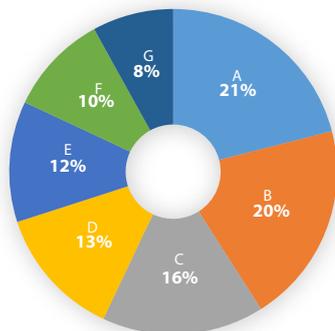
Revenue generation / Increase or maintain sales ranked in third place highlights that if existing MBD investments are leveraged well, there would be a possible eventual impact on sales. Maximizing on the MBD priorities would provide a firm foundation to maintain conversations now in the hope that it will yield with time.

This could also increase current and future demand for MBD to **justify how their investments are driving/supporting revenue pursuit** and refocus their efforts accordingly.

Questions to think about as you go through these findings

- In your unique way, how will you remain not only visible but yet valuable?
- How are you leveraging your key MBD assets/investments to navigate this season?
- Does your organization level strategies and plans incorporate MBD as you navigate in the new normal?
- Are your critical MBD skills ready to support you as you move forward?

Current marketing and business development objectives



- A ■ Manage current business relationships
- B ■ Raise brand awareness and engagement
- C ■ Revenue generation / Increase or maintain sales
- D ■ Improve client experience
- E ■ Build new business relationships
- F ■ Demand generation i.e raise/increase demand for your offering
- G ■ Improve the quality of marketing/business development skills for yourself / staff

Finding III – Insufficient budget resources, inadequate marketing plans, unrealistic strategies limiting attainment of MBD objectives

In relation to the impact on revenue organizations are facing, inadequate budget is expected. This is likely to continue for a season of time calling for creativity and innovation on how to navigate within what is available.

Not only reduced budgets, but also alternative budgeting models, sole focus on the 'now priorities', alignment to changing business models would likely be explored.

MBD having touch points that are inevitable if you are in business, making it possible to explore more agile and cost friendly approaches while observing the market developments.

Linking to an organization's **preparedness in the market**, there is a likelihood of those that might not have taken time to earlier develop or customize their MBD strategies and plans, to be exposed to immediate shocks, causing lack of clarity on where to make MBD adjustments to the current and future developments.

Affecting the attainment of market engagement objectives



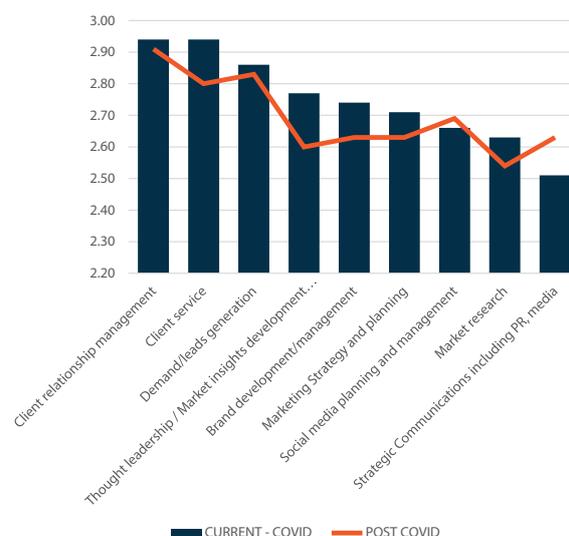
Findings IV – Client Relationship Management & Service and Demand / Leads Generation critical to meeting MBD objectives

These responses are the MBD objectives in Findings II, giving indication that having a clear focus between your MBD objectives and priorities is critical.

The first 3 responses are similar, a difference being Thought leadership / Market insights development and execution being the 4th in the current COVID-19 time while **Social media planning and management** in the post COVID-19 projections.

As we mentioned in earlier findings, there is still a level of ongoing MBD activity which we see being an effort to remain relevant and demonstrate proficiency in sector unique ways. **The digital narrative will be further enhanced post COVID-19 with social media MBD channel being just one among the many digital alternatives.**

Important to meeting MBD objectives NOW and PROJECTIONS post COVID-19



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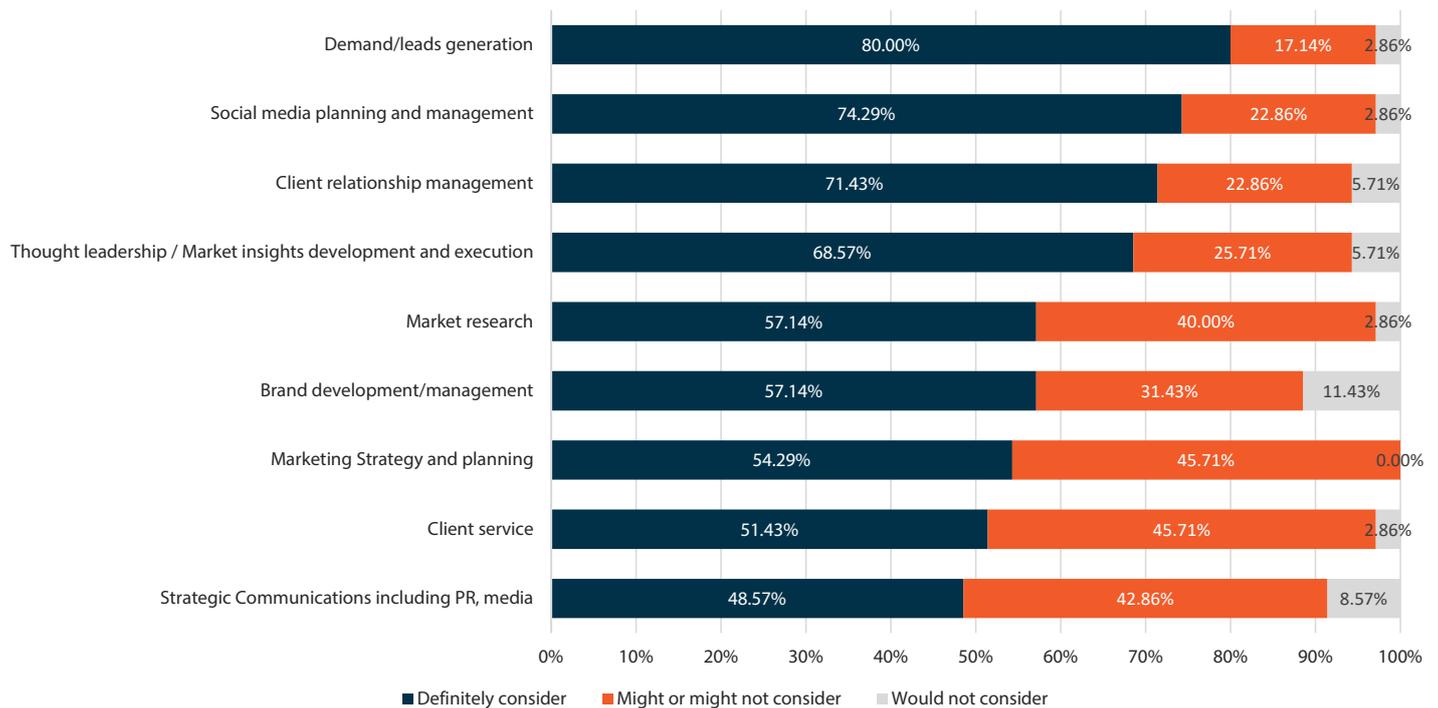
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Finding V – Improved Skill sets in demand generation, Social media interactions, and Client management highly considered

There is high consideration to invest in improving MBD skills with 63% who would strongly consider while only 5% would not. **It is clear that there is a high appreciation that it is not and will not be “business as usual” and there is need to develop and upskill.**

This was explored earlier among other factors, as we see in Findings II and III, BUT skills development was not ranked as a priority. We would encourage MBD and business leaders to review this along their unique organization environment and evaluate how prepared they are as the market evolves.

Consideration to INVEST to improve yourself or your staff in these areas at this time



Conclusion

We hope that these findings will help you navigate this season in a bespoke way that addresses your desired outcomes. Use Marketing and Business development among your pillars to help you keep a **pulse in the market!**

If you would like assistance with any of the areas in this report, [click here](#)