

2021'S KEY MARKETING THEMES

Predictions for a new year in marketing

2020 TAUGHT US: THERE IS NO CRYSTAL BALL

But maybe the effects of this year can help predict next year.

In 2020, businesses had to adapt quickly to survive. As we look forward to 2021, with an ongoing blurring of the line between home and work, flexibility and resilience will still be needed but what else can we expect?



KEEP IT LOCAL

Whether it's the cause or the effect of Brexit, coupled with isolation and lockdown policies, our world has become more localised. Even the big brands are highlighting the need to buy local. And where big brands lead, consumers follow. If possible, highlight your local credentials and history, source products locally and build your online presence close to home via social media, offering local delivery/collection and, importantly, supporting your community. Your reputation can be won or lost close to home,

KEEP IT HUMAN

Give your brand the human touch. We're all missing human contact and the more a brand can make itself human, the more chance there is to engage with customers. Creating 'talking heads' is a great way to do this. Think about your own personal brand, could you be a figurehead or would your customers identify more with members of your team? Use social media, blogs, ads, vlogs and newsletters to create the personification of your brand values.



CONTENT IS KING

Think like a YouTuber, review content like a customer. Is it interesting and engaging? What are your competitors doing well? With more time to browse, we're all looking to be entertained by our favourite brands. How much of your daily customer interaction can be done online? If it can, make it easy and accessible. Use a good proof reader and copy writer for your web content and add to it continually. Give people a reason to return and always be authentic. Share widely when there is something new to view.

START A CONVERSATION

This applies to customers and staff. How can you help your sales team sell without face to face meetings? Keep a motivating and rewarding conversation going. Joe Public will be asking, is this the brand for me? Make sure the answer is 'yes' by delivering a relevant and topical conversation. Protect your reputation in house and in the community by being the voice you want to hear.



Constant communication

Flexible and responsive

Test and learn continuously