When The Music Stops

Using Technology To Pivot During a Pandemic

Today's Workshop
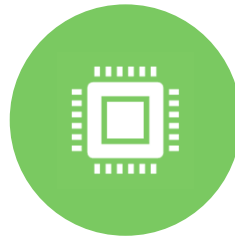
Why Are We Here?

What Should I Do?

How Do I Do This?

What Do I Need to Know About the Tech?

Why Are We Here?

Over 100,000 businesses have permanently closed due to the pandemic.

- Even with an imminent vaccination, the pandemic's economic impact may last decades.

- While the economy dropped 32.9% some industries are thriving.

- Consumers are spending more time online during this crisis.

- A pivot may help a struggling business survive or even thrive despite this pandemic.

BLUE SYMPHONY LLC

Jeff Bezos is world's first ever $200 billion man

Amazon made $89 billion in sales and $5 billion in profits in the second quarter, setting company records

Forbes

Other Big Winners

RETAIL

CONNECT

TECHNOLOGY & ENTERTAINMENT

HOME FITNESS

CLEANING

Pivot to Meet Demand

Join the Winners

A Pivot Doesn't Require a New Start...Just a Change

Pivot = Existing Resources + New Strategy

Some Pivot Examples:
- A product/service change
- A change in production or delivery method
- A change in priorities/focus
- Changing the revenue model
- Change in messaging

Like a basketball player who keeps one foot planted firmly on the ground but changes direction.

How Do You Pivot?

- Take stock of the new "pandemic market" or the "new normal"

- Determine where you fit in: What is the new problem/need/desire that you can solve or address?

- Assess your business operations. What existing resources are you leveraging with your new strategy?

- Discover which technologies will support your new offer.

The New Pandemic Market

Driven by 10 Keywords which have built demand and expanded business opportunities

Keywords

- REQUIRED
- ESSENTIAL
- SAFE
- LIMITED
- PROTECTION
- SHELTER
- CLEAN
- FEAR
- SECURE
- VIRTUAL

Assess Business Operations

Create Your Product

Tell Your Audience About Your Product

Sell Your Product

Deliver Your Product

Back Office

Pivot: Case Study

BIST is an outreach program of Cornerstones of Care that provides training and support to hundreds of schools throughout the Midwest.

BIST transitioned to online classes by extending the custom course management system to support virtual training classes and digital workbooks accessible from its website. This includes digital rights management, allowing registered participants access to reference materials while protecting it from unauthorized access attempts.

01	02	03	04
Training classes and downloadable workbooks	Website, email, social media, newsletter	Online registration, invoices, and payment processing	Conduct classes online with protected electronic workbooks

Pivots You Can Make With Technology

Applications, Software, Data, and Security

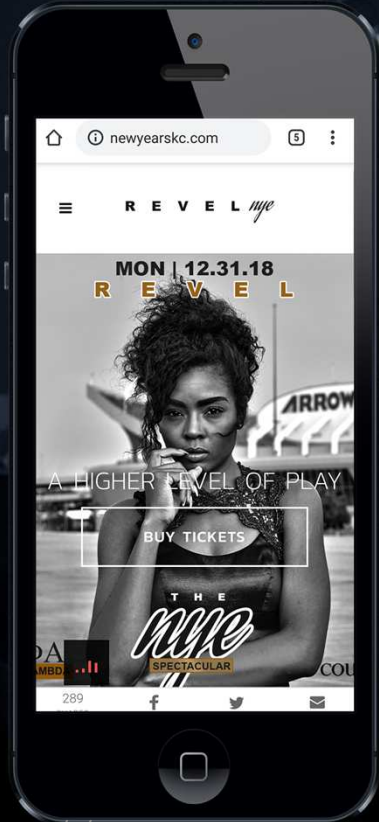# 7 Technology Tools to Facilitate Your Pivot

Enhance Your:

- Website – Your Hub
- Security
- Streaming
- Software
- Mobile apps
- Digital communications
- Data management

WEBSITE OPTIMIZATION

Ready to Sell

SELL EVENTS

NewYearsKC.com
Live or virtual, the key ecommerce factors are ease, appeal, value & urgency.

SELL PRODUCTS

Kcparks.org
Expand your core offering with product sales.
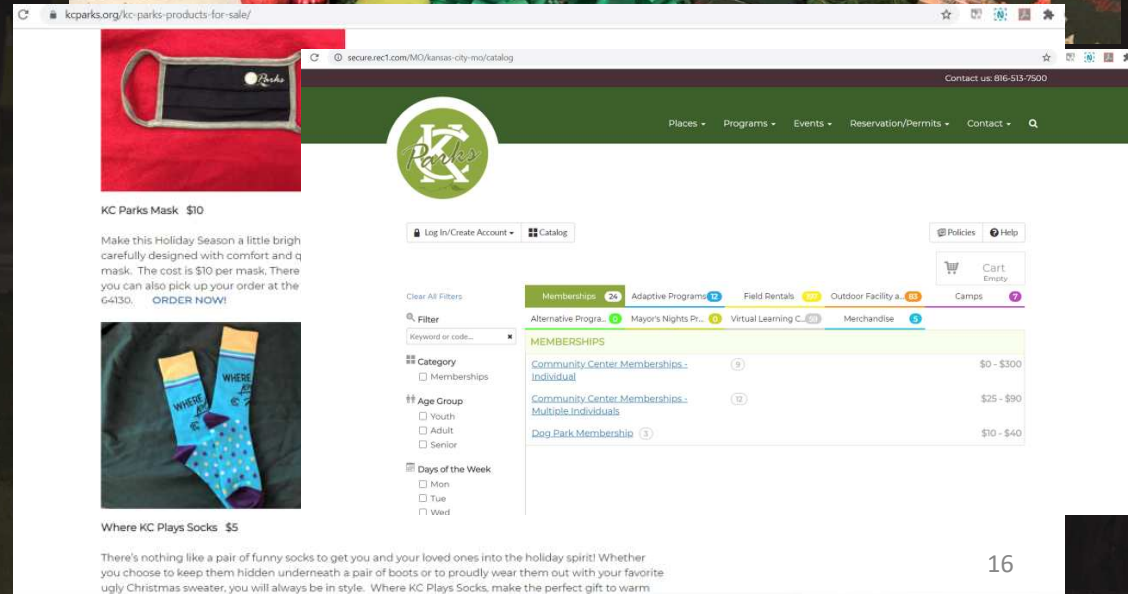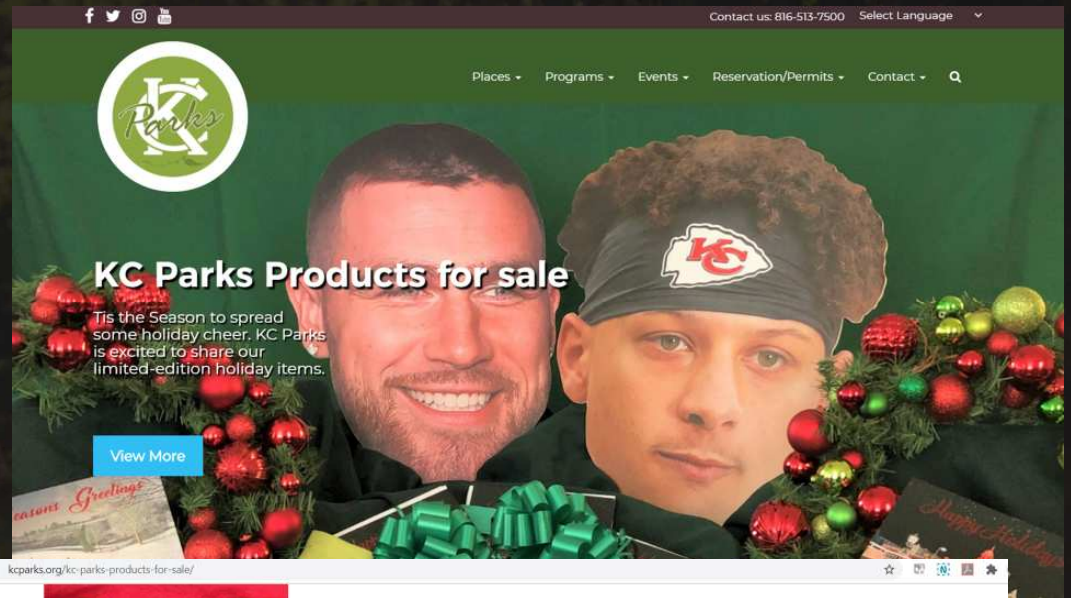
ECOMMERCE:
How Do Market Leaders Win?

Great Product
Platform Ease of Use
Available Customer Service
Search Capability
Drive Urgency
Payment Options
Collect Contact Info

OPTIMIZE YOUR WEB

22 Key Tips:

1. Secure browsing (https)
2. Search bar
3. Attractive with branding
4. Clear unique value prop (UVP)
5. Risk reducers (e.g. Free shipping)
6. Display feature products
7. Provide urgency with deals
8. Collect contacts/newsletter
9. Promote loyalty programs
10. Clear contact info

Home, Header & Footer

1. Top level domain with HTTPS
7. Language option (if necessary)
2. Logo
3. User friendly navigation
12. Risk reducers
14. CTA to push people to product collections and important sales pages
4. Wishlist
5. Customer login
6. Store finder (if necessary)
9. Search bar
8. Shopping cart
10. Phone number
11. Unique value proposition
13. Loyalty program

OPTIMIZE YOUR WEB

22 Key Tips (continued):

11. Images sized for fast loading
12. Good quality images
13. Account log-in
14. Clear pricing & totals
15. FAQ
16. Customer service options/chat
17. SEO – Keyword copy/text
18. Payment options displayed
19. Social media links
20. Recommended products
21. Call-to-action (CTA)
22. Responsive/mobile-friendly

LoginMarketing.sg
72 KEY FEATURES TO OPTIMIZE
YOUR E-COMMERCE WEBSITE

12/8/2020

SECURITY

Eliminate the Threats

Cybersecurity

Types of Threats

- Malware
  - Ransomware
  - Spyware
- Social engineering
  - Phishing
- DDOS

Sources of Threats

- Software vulnerabilities
- Inattentive and unaware people
- Removable media (e.g. thumb drive)
- Web

Types of Security

- Network security
- Application security
- Email security
- Identity and access management
- Data security
- Database and infrastructure security
- Device security
- Permissions policy
- Disaster recovery/business continuity planning

Business Continuity

- Backup and disaster recovery plans
- Devices (e.g. networked computers)
- Software in lieu of devices (e.g. VOIP)
- Collaboration and sharing tools
- CRM
- Email accounts that the business controls

STREAMING

Broadcasting LIVE

DANCE CLASS: STREAMING

AILEYCAMP by KC Friends of Alvin Ailey

Moved from a live camp for youth to a virtual camp with over 70 youth. Campers received instruction in dance, art, writing, life skills.

VIRTUAL AILEYCAMP 2020

SHOW GOES ON: STREAMING

JAMDEMIC Variety on VINE

Moved from a 500-person live event to a Virtual event reaching tens of thousands of people worldwide.
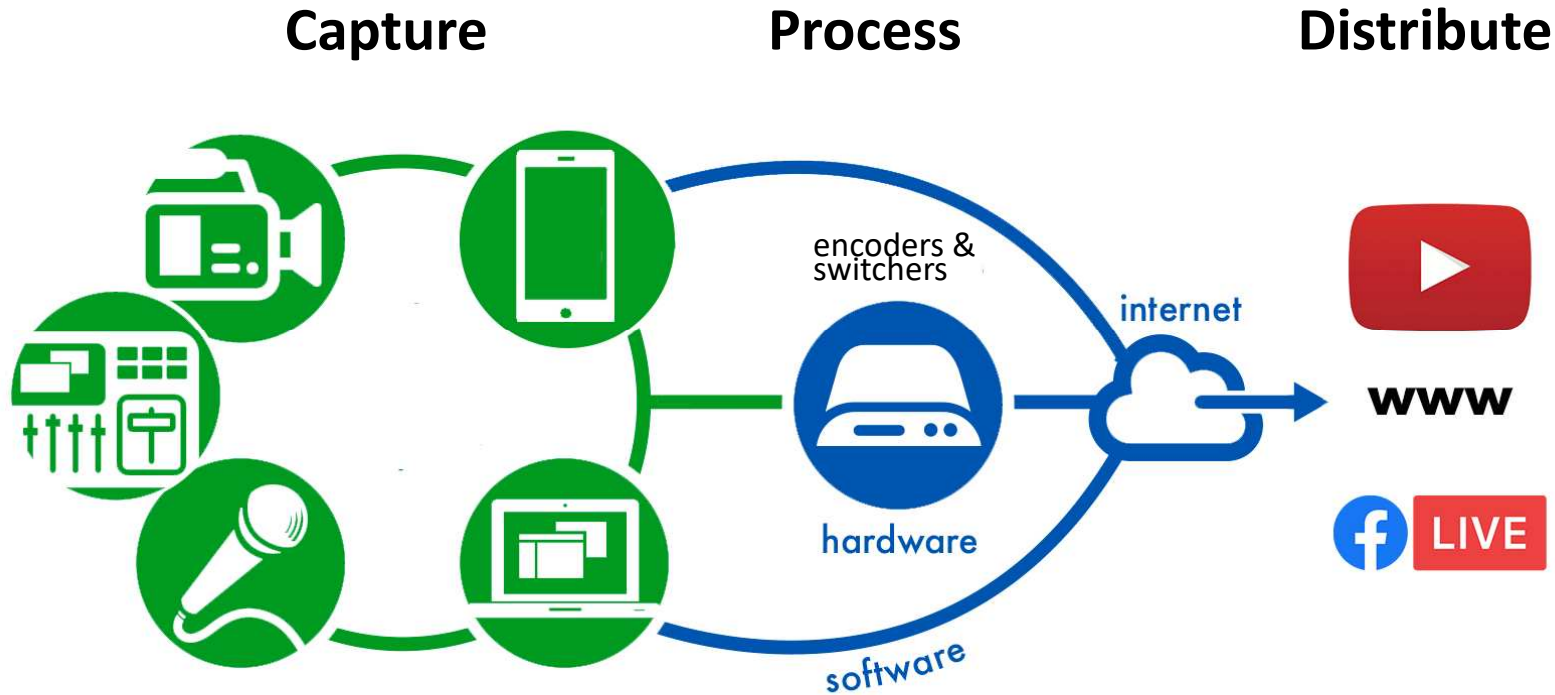
STREAM: How It's Done

Capture — Process — Distribute
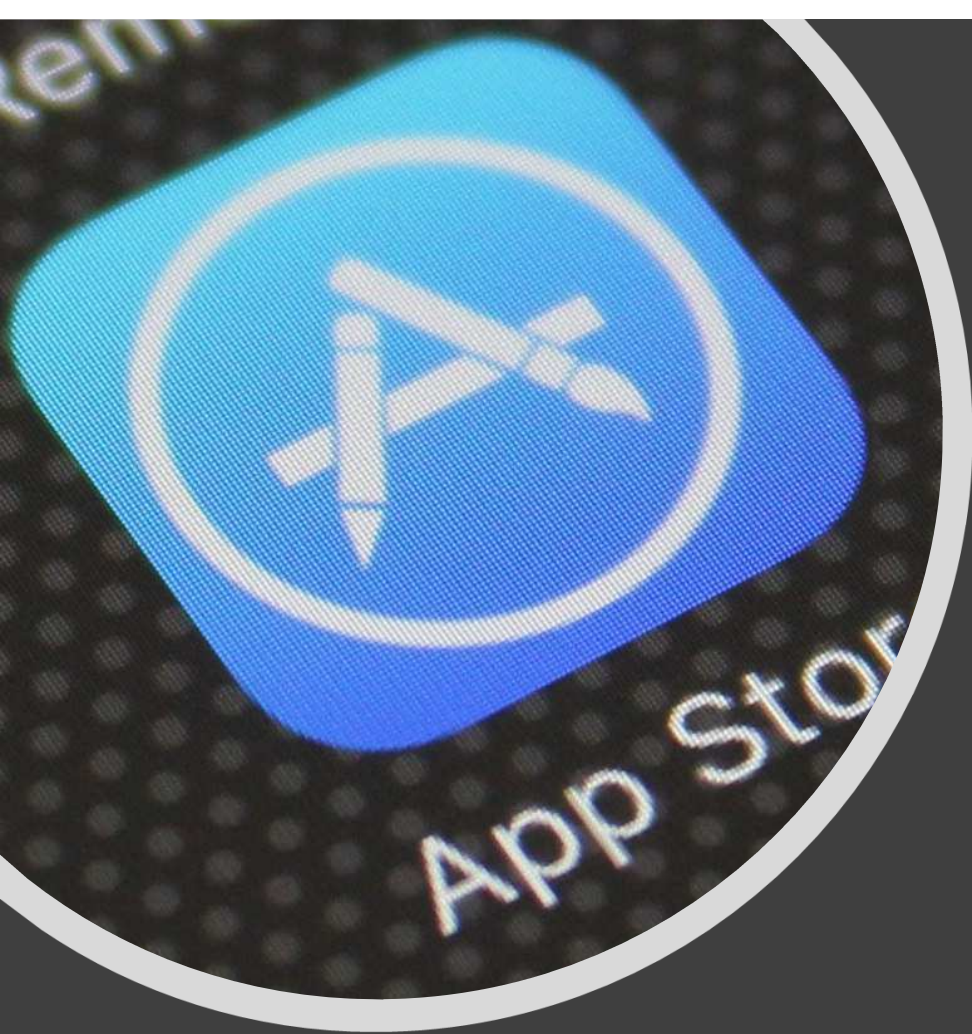
encoders & switchers

internet

hardware

software

www

LIVE

MOBILE APPS

The Touchless Consumer Journey

Rapid Mobile Expansion

- Coronavirus impact sends app downloads, usage and consumer spending to record highs in Q2

  - According to new data from app store intelligence firm App Annie, mobile app usage grew 40% year-over-year in the second quarter of 2020, even hitting an all-time high of over 200 billion hours during April. Consumer spending in apps, meanwhile, hit a record high of $27 billion in the second quarter. And app downloads reached a high of nearly 35 billion.

    -TechCrunch

  - Premium features sought for retailers: BOPIS, Curbside, Payments, Enhanced product info, associate interaction

A/R: TRY B4 U BUY
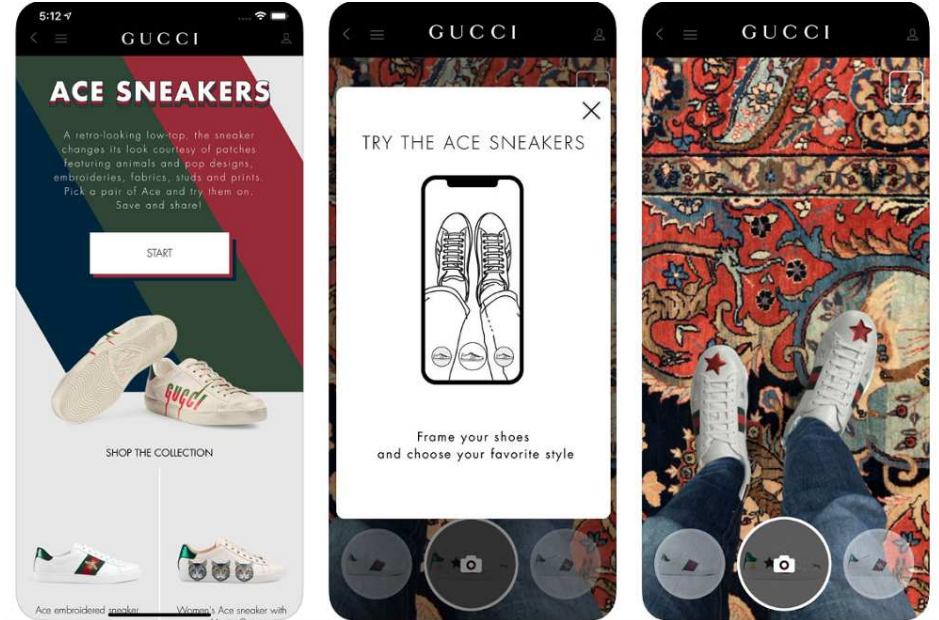
**With the Gucci app, use Augmented Reality to decorate spaces and virtually try-on eyewear, sneakers, masks, lipsticks and hats.**

OTHER APP FEATURES: download wallpapers, take pictures with stickers and motifs of the House, Watch Gucci fashion shows, play Gucci Arcade games, personalize products in the Gucci DIY section and, through an immersive 3D experience, discover the GG Marmont bags.

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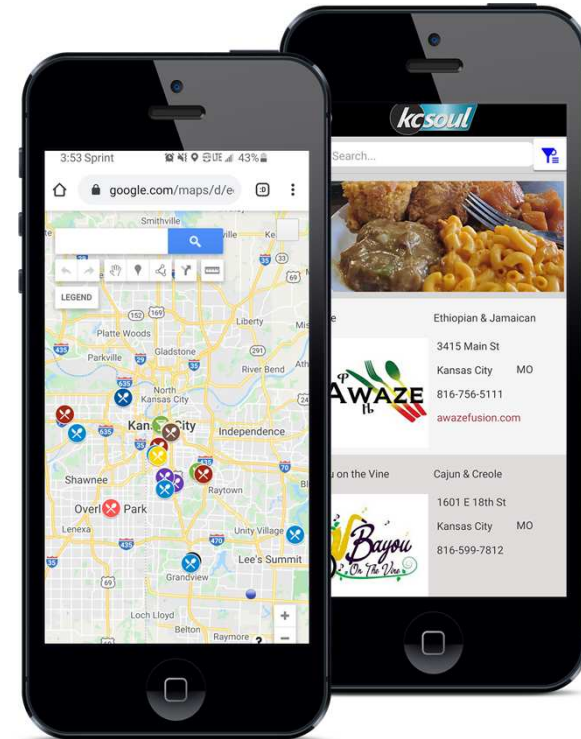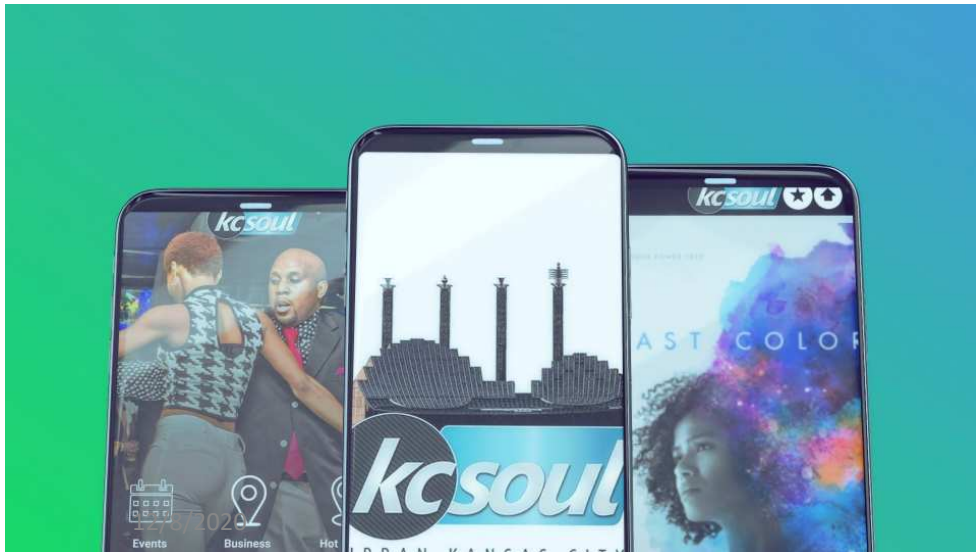
CUSTOMER LOYALTY

With the KCSoul app, retailers can develop specials, create reward opportunities for loyal customers and assign points. Featured retailers can be mapped by users for directions or direct contacts.

OTHER APP FEATURES: Also offers opportunity to schedule events and send mass notifications to app users.

SAFETY & CONVENIENCE
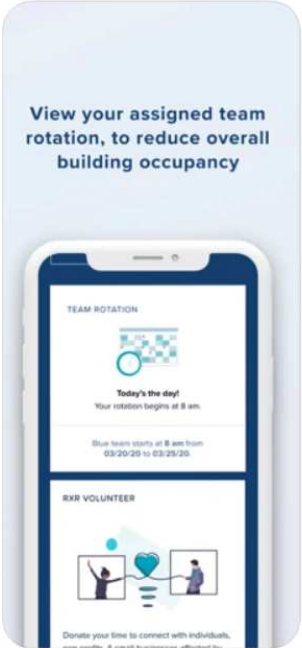

RXR Realty
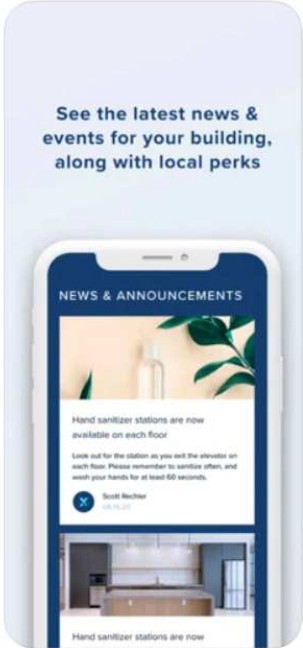
RXR Well app provides information about air quality and occupancy levels of a building, cleaning status, food delivery options, and shift times for worker arrivals, book cleaning services.

OTHER APP FEATURES: Employees have their temperatures taken via thermal scanners when they enter a building, and heat maps are available online that show how full a restroom or conference room is at any given time.

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The Touchless Journey
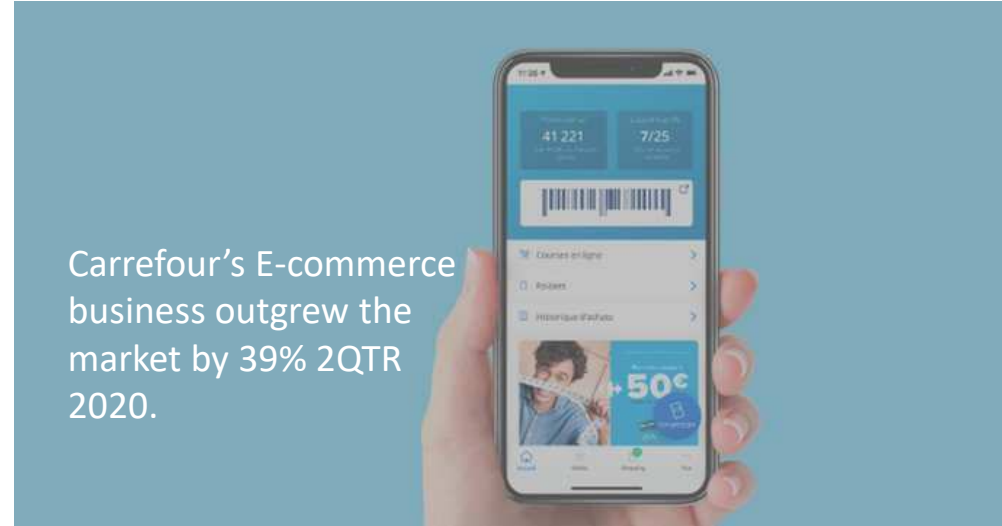
Carrefour's E-commerce business outgrew the market by 39% 2QTR 2020.

Carrefour global food retailer, app with SmartScan allows customers to scan and purchase products from their phone, shows frequent purchases, tracks bonus loyalty points

OTHER APP FEATURES: Delivery or pick-up, touchless payment from services like iPhone or Apple Watch, ID with Face ID or Touch ID

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SOFTWARE

When the Music Stops

Software in the Cloud

Speed to Market + Cost Effective

- Cloud platforms can help **deploy new digital customer experiences in days** rather than months and can support analytics that would be uneconomical or simply impossible with traditional technology platforms.

- Organizations rapidly adopting AI tools and algorithms, as well as design thinking, and using those to redefine their business at scale **have been outperforming their peers.**

- **Digitize product development and support functions.** During the COVID-19, Companies that were already using cutting-edge tools such as 3-D product design, virtual sampling, digital material libraries, and AI-supported planning have fared better than their peers during the crisis.

Off-the-Shelf Software

- If it fits your needs, it's probably more economical than custom software

- You purchase one or more license(s)

- It will probably NOT be your core offering, but can support it

Custom Software

- When off-the-shelf software doesn't meet your needs, consider custom software
- May require a larger investment but the ROI should exceed the cost
- May be a core offering or a supporting app
- May be part of a hybrid solution

DATA MANAGEMENT

Quality Input Can Generate Quality Output

The Digital Ecosystem Convergence

Digital structures are complex and work best when their sub-systems are interconnected to create **360° contact profiles** in the database and develop hyper-personalization strategies to take advantage of marketing automation solutions.

SINGLE CUSTOMER VIEW

Data

Improve	Collect	Secure	Analyze	Use
Improve efficiency and operations through improved data management.	Contact info Demographic info	Secure it • PII • Know your industry's compliance requirements (HIPAA, PCI, COPPA, etc.)	Analyze it	Use it • Process improvement • New products • New and more targeted clientele

DIGITAL COMMUNICATIONS

Integration Marketing

Digital Communications

EMAIL	Businesses saw **174% more conversions through email marketing** than through social media
	Segmented emails are responsible for 58% of all revenue
	73% of millennials prefer email as their method of business communication
	Email marketing has an average ROI of $44 for every $1 spent

SMS	**Opened nearly 98%** of the time and **responded to about 45%** of the time.
	Easy Opt-In and Opt-out
	Effective for customer service, promotion, contests
	Can provide links to native apps

Social Media	**3.5 billion people** (approx. half the world's pop.) are on social media daily
	about 54% of customers use social to research products
	Can be integrated with messaging bots (FB & Twitter). Email open rate is 24.79% vs chatbot open rate of 70-80%
	Social Media marketing can help build relationships and engagement

Start Your Tech Research

WEB SUPPORT
GoDaddy · WordPress · WOO COMMERCE · shopify

STREAMING
StreamYard · Open Broadcaster Software · USTREAM

COLLABORATION
Microsoft Teams · box · slack · Drive

AUTOMATION
salesforce · HubSpot · pipedrive

SOCIAL MEDIA
Hootsuite · PLANOLY · Buffer

WALLETS
Square · venmo · Apple Pay · PayPal

MOBILE APP DEV
appypie · GoodBarber

Recap

- The pandemic triggered major market changes
- Technology drives business – and facilitates a pivot
- Successful pivots
  - Identify the new opportunities
  - Adjust the strategy
  - Leverage existing resources
  - Leverage technology

Contact
Sherry Lumpkins
Principal Consultant
816-260-8385 | sherry@bluesymphony.com
BlueSymphony.com

Technology | Marketing | Consulting