



## How To Deploy a Solid Strategy for Remainder of 2020

Where to spend budget dollars is always a bit of strategy and guesswork in the best of times. When you add in a global pandemic at the end of Q1, all strategy goes out the window. All of us are struggling with how to deploy our marketing spend for the remainder of 2020. It is essential to ramp up efforts in order to regain lost footing. LeadingResponse is an expert in Client Acquisition solutions, with over 25 years of experience. We thought it would be helpful to share best practices to yield a stronger ROI from these key marketing efforts listed below.

### DIRECT MAIL

- Utilize hyper targeted demographics
- Incorporate consumer behavior data
- Mail piece must compete well in the mailbox
- Offer varying CTAs

### DIGITAL ADVERTISING

- Engage with a digital company that is a Google & Facebook Marketing Partner
- Utilize the evidence based data driven imagery & ad copy to yield highest response
- Incorporate your existing leads that can be targeted digitally to improve conversions
- Best practices learned from a digital partner can then be incorporated internally

### EVENTS

- Offer your audience ways to connect with your brand
- Virtual options such as webinars allow for a broader reach and are more cost effective
- Utilize evidence based consumer behavior trends for best days, times, and topics

### CONTENT DEVELOPMENT

- Develop educational content across various platforms
- Relevant content will resonate with consumers & provide brand recognition
- Repurpose content to extend the life and allow for brand consistency
- Utilize with marketing automation which includes a specified cadence

## A Reality of COVID-19

Budgets are being compressed throughout the industry. Some organizations have weathered this storm better than others – but all of us are working with less. So it is imperative that the money that we do spend is applied carefully and strategically. LeadingResponse has talked with a number of organizations and are seeing reduced 2020 budgets that are similar to the one shown in the chart.

**If you'd like to discuss Client Acquisition Solutions that could help you successfully navigate 2020 and come out of Q2 armed with qualified prospects, please reach out today.**

## 2020 BUDGET XYZ COMMUNITY

STRATEGY	BUDGET	COVID ADJUSTED BUDGET
Referral Fees (APFM, Caring)	\$72,000	\$57,600
Direct Mail	\$12,000	\$9,600
Newspaper	\$6,400	\$5,120
Digital Advertising	\$30,000	\$24,000
Events	\$6,000	\$4,800
Referral Development	\$4,500	\$3,600
Content Development	\$3,600	\$2,880
Email Blasts	\$2,400	\$1,920
<b>TOTAL BUDGET</b>	<b>\$136,900</b>	<b>\$109,520</b>