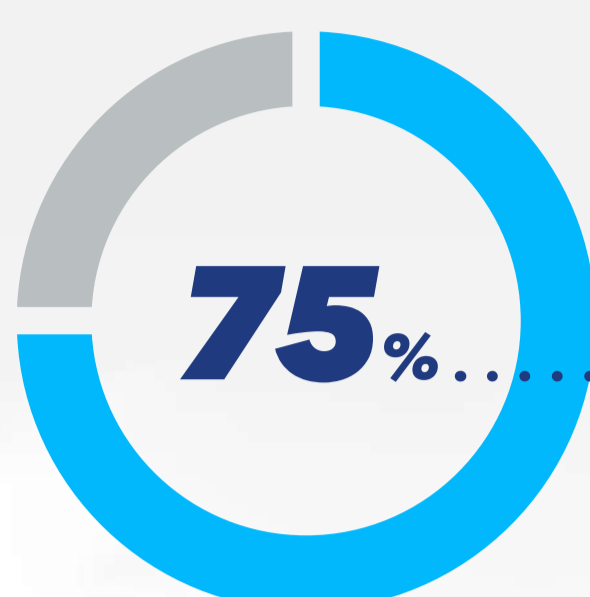


BRINGING YOUR BUSINESS BACK TO B.A.S.I.C. IN THE 'NEW NORMAL'

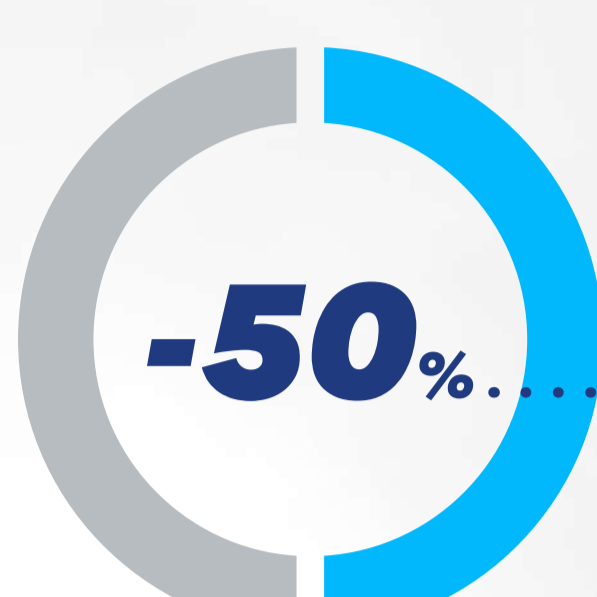
The 'new normal' after COVID-19 calls for more than temporary adjustments on behalf of companies. It calls for a complete mind shift. Something different than the pre-pandemic focus on *more* - more reach, more growth, more conversions. Instead, businesses need to find a way to go back to B.A.S.I.C.

A NEW CONSUMER CLIMATE

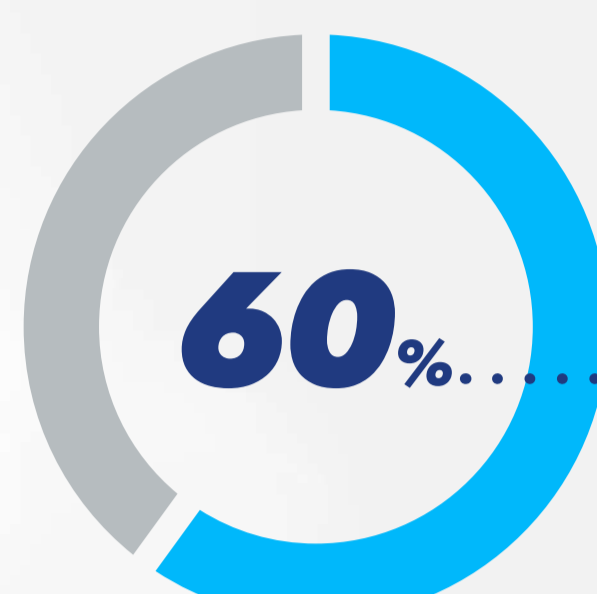
As the world emerges from lockdown, marketers are facing an entirely new consumer reality.



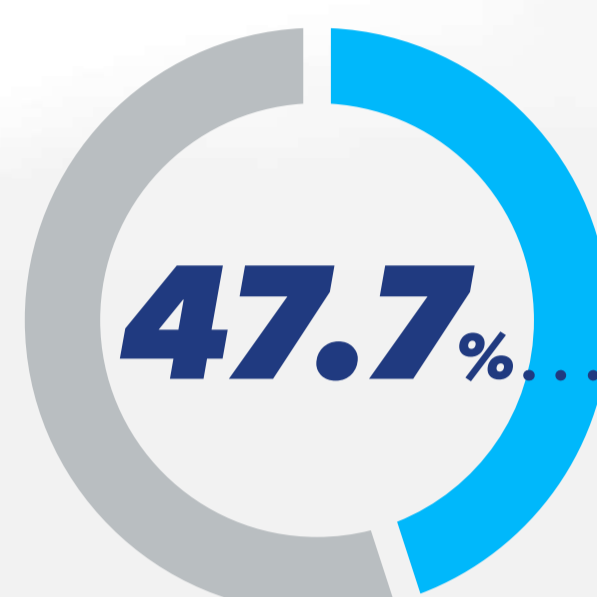
of global consumers report having fears regarding the coronavirus outbreak.¹



less consumer spending expected in 2020.²



consumers demand more quality.³



consumers will retain changed behavior in the long term.⁴

1 <https://www.dailymail.com/business-news/business-features/coronavirus-concerns-global-consumer-1203543554/> 2 McKinsey & Company. <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/safeguarding-our-lives-and-our-livelihoods-the-imperative-of-our-time#>
3 Highsnobiety. <https://www.highsnobiety.com/p/hype-generation-quarantine/> 4 eMarketer. <https://www.emarketer.com/content/us-consumers-shopping-more-online-don-t-expect-to-revert-to-pre-pandemic-behavior>

WHAT GOING BACK TO B.A.S.I.C. MEANS

The following essential values will help businesses move forward together with their customers as well as their employees:

B business sense

- Reevaluate business model
- Adjust to new consumer habits (e.g., shift to online shopping)
- Invent new services to serve new needs

A accountability

- Take a stand on social issues
- Be open to change in message and company structure
- Show empathy with customers, accommodate for hardships

S stress reduction

- Assure employees that jobs and business are secure
- Communicate with partners and check in regularly
- Practice transparency and utmost data security

I inspiration

- Lead the way, inspire hope and confidence
- Cultivate a sense of mission and social cause
- Find new ways to connect and delight consumers

C customer-first marketing

- Focus on individual customers
- Favor long-term relationships over quick sales
- Use marketing technology (see below) to deliver relevant communications

"With **Customer-First Marketing**, marketers implement engagement strategies that are based on *trust* and *empathy* to ensure that every communication is meaningful and *relevant*."

HOW SELLIGENT SUPPORTS THE NEW B.A.S.I.C. IN DIGITAL MARKETING



CONSUMER INTELLIGENCE

Always engage based on the latest data with Selligent Universal Consumer Profiles.



MOBILE CONNECTIONS

Reach consumers on the go via push, text, and app messaging with relevant content in real time.



PERSONALIZED ENGAGEMENT

Deliver mail, website and shopping personalization according to the latest profile and behavioral data.



DYNAMIC CONTENT

Update messages at the time of open to always respond to the current situation and customer needs.



AI-DRIVEN RELEVANCE

Create personalized shopping advice, product suggestions and special offers with marketing-specific AI called Selligent Cortex.

Moving forward, look to the new marketing landscape as an opportunity to cultivate more authentic consumer relationships. These B.A.S.I.C. values will lead the way. **Learn more about Customer-First Marketing in the 'new normal' by downloading our free Selligent whitepaper.**

