



“Keep on keeping on”

Some inspiration on what to say to who, when and how
- *and* how to stay sane working from home...



Today's Webinar Hosts

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- Father of four
- CEO & Founder of MarketingPlatform
- Built up a number of online businesses including:
 - Bestseller
 - TrendyBaby
- Consulted into a variety of european retailers
- Public speaker
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Matthew Ogden



- Father of three
- Marketing Director at MarketingPlatform
- Storyteller, Writer, Podcaster, Voice Artist, Creative, and Musician
- LEGO, BBC, Financial Times, Endemol, Bestseller and Consultancy into a variety of multinationals
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Agenda for today's webinar

- A quick history of who we are, and a little about our rebranding
- “Be a certain voice in uncertain times”
 - some inspiration on how, what, when and to whom we should be communicating right now
- Top Tips on how to work from home
 - and not go insane in the process

A little bit about who we are



YOU ARE HERE





Be a certain voice
in uncertain times

 marketingplatform



Be a certain voice...

- One (or probably all) of the following thoughts, could well be praying on your mind right now:
 - Concern for your own health and your nearest and dearest
 - Your team and your customers are just as worried as you
 - Your business already has needs that require your attention
 - What do you even say, to whom, how, and when?



A voice that is heard...

- Your “people” still need to hear from you, now more than ever:
 - Customers
 - Users
 - Suppliers
 - Your teams
 - Your network



Loud and clear...

- Tell the story of what you are doing - your normality
- Speak about what you know, not what you fear
- Be reassuring
- Be present
- Be consistent
- And even, be light-hearted...
- *(This is NOT the end of the world as we know it)*



Sir David Attenborough - about as reassuring a voice as you could ever find.

Don't overdo it...



Jason Mustian 

@jasonmustian



Oh sweet, I was wondering how every corporation I've ever given my email to was handling COVID-19.

"Darn...we COVERDID-IT"



Normal rules still apply...

- Relevant
- Timely
- Useful
- Actionable
- Do not speak simply to fill the silence
- Do not speak simply because others are doing so



Avoid raising eyebrows...

- Do:
 - Specific and relevant updates on what your business is doing - especially if the current situation impacts upon your service provision to your customers
 - Use automation and segmentation to make sure your message goes to the right people at the right time
 - Offer your support, if relevant, and be open to feedback and questions.



Avoid being unsubscribed...

- Don't:
 - Spam your contacts with worthy messages about your crisis preparedness
 - Risk your reputation with unnecessary or repetitive messaging



If your customers are impacted...

- Let them know how
 - Closures and delays etc.
- Let them know what you are doing to mitigate the situation
 - Moving to online shopping, taking meetings online, offering online rather than in-person training etc



Segmentation, segmentation, segmentation

- Limit your sending to current customers (as defined by purchase tracking tools)
- Use automation tools to find the people that have interacted with you recently
- Create segments that limit send-outs to people that have e.g:
 - Opened a mail
 - Clicked in a mail
 - Visited your website/webshop
 - Displayed other relevant engagement metrics



Top engagement tip

- Use a Call To Action (CTA) in your mail so that automation can reduce the manual follow-up
 - An automated flow can be triggered when a customer or prospect clicks on a link in a mail, or submits a form.



Automation, automation, automation

- Data, lovely data.
 - Gather it
 - Analyse it
 - Use it
- Optimise your messaging, the more data you gather, the more relevant and timely you can make your ongoing communications.



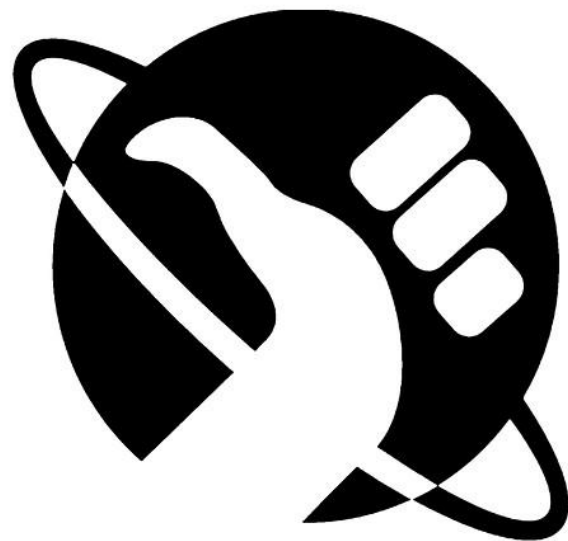
Be present

- It's not all panic shopping for toilet-paper and yeast
- It is impossible *not* to see how communities are rallying round
- Be part of that support network:
 - Crowdsourcing lists of affected business
 - What have you got that you can offer free of charge?
 - What have you got that will support others as *they* adapt?
 - What will you do to be part of the solution?
- The kick-back may not be instant, but it will be worth it.

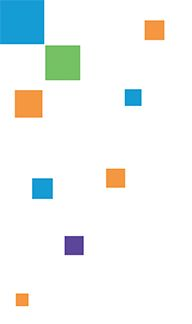


We're learning too...

- Do not hesitate to reach out to us.
- We're here as sparring partners.
- Do not feel alone. You're not.
- We would love to know what is working for you.
- How about we share that good news?



**DON'T
PANIC**



The phrase "may you live in interesting times" is the lowest in a trilogy of Chinese curses that continue "may you come to the attention of those in authority" and finish with "may the gods give you everything you ask for." I have no idea about its authenticity.

Terry Pratchett



Coronavirus Survival Guide

- Top Tips on How To Be Really Effective When Working From Home
 - Or, how to stay sane and not end up eating your own head during the Coronavirus outbreak
 - *By Kelly McKiernan - friend and colleague of Matthew's from their time at LEGO*

Top Tips (1 of 8)

1: It's business as (un)usual:

Continue to act as though you work outside the home. Get up on time, shower, shave, whatever. Put on actual clothes, even if it's just shorts and a t-shirt. It's your call whether or not to wear the bunny slippers, but no bathrobes.



Top Tips (2 of 8)

2: Actually “go” to work:

Keep set working hours and a regular routine. It may feel easy to sleep in and say you'll work later, or skip lunch, but I found it helps to maintain structure in your day.

Of course, there's flexibility in when you work, but adjusting your hours should be the exception, not the rule.

Experts recommend keeping your daily rituals even while working from home



Top Tips (3 of 8)

3: Stay on target:

Give yourself goals, in whatever form works for you. I like checklists and to-do lists, they help me feel productive and give me clear tasks to take on without floundering and wondering what I should be doing. You may have different ways of setting and tracking goals, but whatever the method, measuring achievements helps the day go faster.



Top Tips (4 of 8)

4: Define your workspace - and keep to it:

Set aside a specific area to work. ONLY do your work there, if possible... not sitting on the couch watching TV, or in your favourite hammock. Separate work life from home life as much as possible. If you have a home office, make sure you are only doing your work while in that office, and when you're outside that office, you're at home. This helps you leave work at work by mentally separating your environment. Otherwise, it's more difficult to shift your brain into "home" mode when work is done.



Top Tips (5 of 8)

5: Minimise external distractions:

Keep the TV off and the kids out (as much as possible, anyway). Let others in the house know you are working and that interruptions should be kept to a minimum. Sometimes spouses or roommates see you at home and assume they can come up and talk or ask for help on chores, but you should make sure they understand that this is actually your work environment for right now. (In reality, when both parents are working from home and the kids need attention, this becomes more of a negotiation.)



Top Tips (6 of 8)

6: Be comfortable:

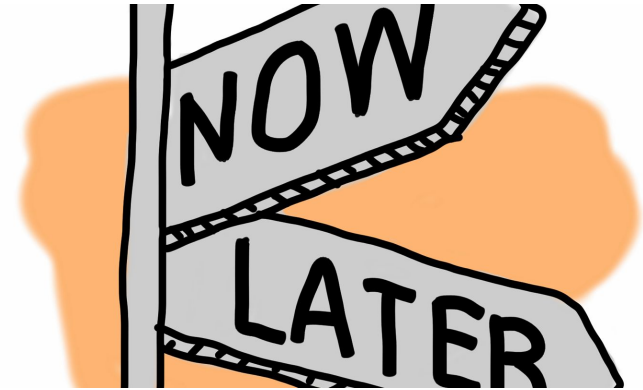
Take breaks. Walk around for a few minutes. Look out of the window. Open the window. Listen to your fitness tracker when it nags you to take some steps.



Top Tips (7 of 8)

7: Prioritise:

If you have some control over your workload and what you do at any given time, I've found it helpful to schedule onerous or tedious chores early in the day, when I'm still fresh. As a corollary, save some more fun or interesting work (assuming such exists) for later in the day to help you keep your interest until your workday is done. It's all too easy to want to bail early, especially if your work is daunting.



Top Tips (8 of 8)


8: Stay in touch:

Try to keep some external communications going with your co-workers. Many workplaces use Slack or other messaging apps to keep people working together. Take advantage of that. Don't be shy about using the phone or VoIP software to speak with co-workers or customers. Staying connected to the outside world is vital in keeping you feeling part of that world.





Frodo: I wish none of this had happened.



*Gandalf: So do all who live to see such times, but that is not for them to decide.
All we have to decide is what to do with the time that is given to us.*



**Any questions, ideas
or input?**

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