

Turning crisis into opportunity: Digital Marketing in times of COVID-19

Heroleads Asia is SEA's **leading** digital sales enabler.

**5
Years**

of market leadership in performance marketing.

2500+

clients served across Thailand & Indonesia.

500B+

THB in Sales enabled for clients in various industries.

Trusted Digital Marketing Experts.



Google Performance Honor 2017
Account Excellence



Google Performance Honor 2017
Industry Rising Star



Google Performance Honor 2017
Performance Excellence Honors Agency



Facebook Agency League 2018
Best Practice Adoption

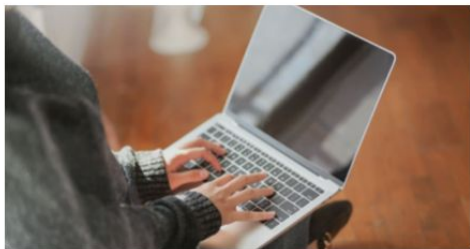


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How does COVID-19 affect
consumers in Thailand?

Thai consumers went through three stages in response to COVID.

5



Getting a “System Reboot”

Basic needs, e.g. Food Stockpiling & Masks



Navigating financial volatility

Financial security, e.g. 5000 THB payment from government, delaying debt payments or employment law



Adapting to Changed Reality

Changing behavior, e.g. ordering food or groceries online



COVID-19 **changed the lifestyles** of an entire population.



69%

▼ less traveling



63%

▼ less socializing



61%

▼ not going to
cinema



59%

▼ less eating
out



50%

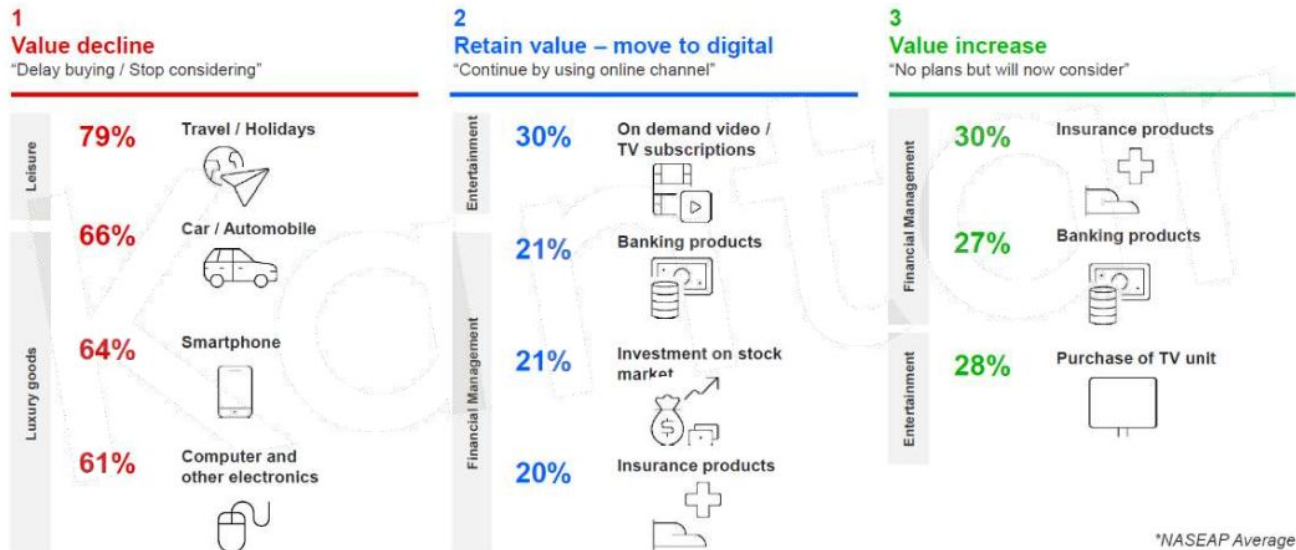
▼ buying less
luxury products



45%

▼ buying less
alcoholic
beverages

There is **not only winners and losers** - but also rapid digitalization.





Digital Strategy in Time of Crisis

If the pace of the pre-coronavirus world was already fast, the luxury of time now seems to have disappeared completely. Businesses that once mapped digital strategy in one- to three-year phases must now scale their initiatives in a matter of days or weeks.

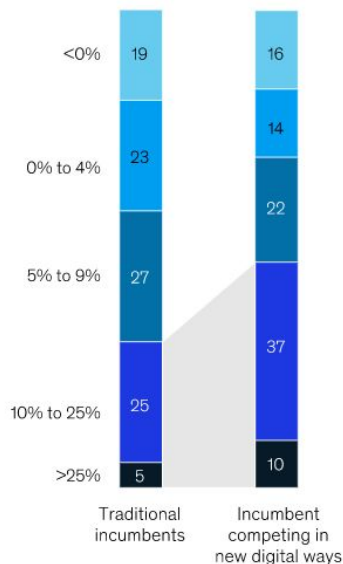
McKinsey April 2020

A crisis demands boldness and learning.

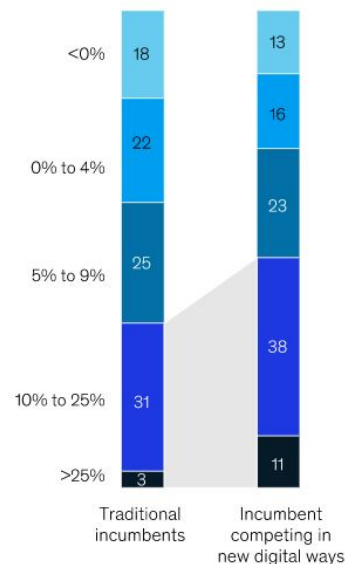
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Bold, tightly integrated digital strategies are the most effective approach to digital transformation

Rate of organic revenue growth,
% share of (past 3-year CAGR,¹ actual)



Rate of EBIT² growth,
% share of (past 3-year CAGR, actual)



Note: Numbers may not sum to 100, because of rounding.

¹Compound annual growth rate.

²Earnings before interest and taxes.

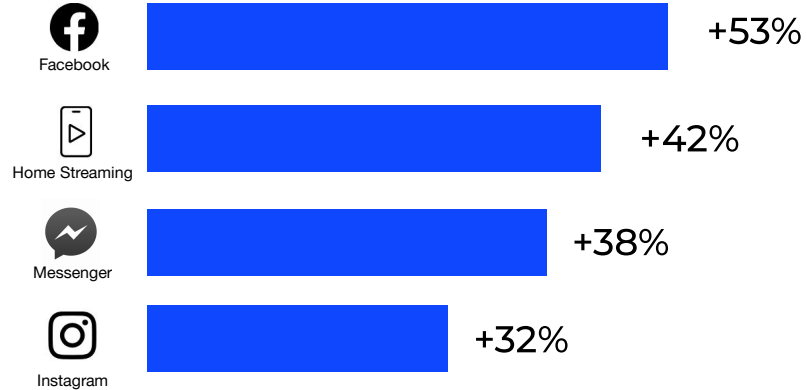
Source: 2017 Digital Strategy Survey

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What about marketing in
times of COVID-19?

COVID-19 is accelerating digitalization.

Increasing Time Spent on Online Media during COVID-19



Increase in new accounts created, users and transactions on e-commerce and food delivery platforms.

	January	February	Increase
	3.78 MB/คน/วัน	8.37 MB/คน/วัน	+121.52%
	7.17 MB/คน/วัน	41.48 MB/คน/วัน	+478.59%
	1.24 MB/คน/วัน	2.16 MB/คน/วัน	+74.36%

Digital purchasing is becoming the new normal for all consumer

- From mid-March to mid-April, Lazada saw a **100%** rise in sale transactions
- Sales value jumped **130%** from early February to early April
- 26,000 new sellers added in March (15% total increase)

Should your Company **Respond** to the crisis with Advertising?

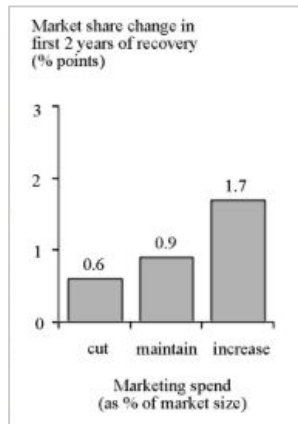


Participate
and Add Value

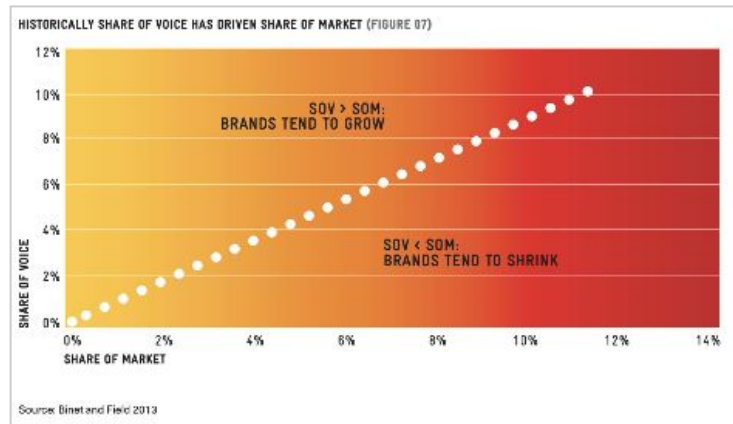


Pause
And Wait

There is evidence from 2009 H1N1 outbreak that business that kept adding value during the crisis could **gain market share afterwards**.



Surplus share of spend generates faster market share gain in downturns' depressed media spend



SOV > SOM: Companies cutting investment by 50% for 1 year before returning to normal weight take up to 2 years to recover lost share. Those that increase exposure during downturn can gain up to 3x more share in the first 2 years of recovery.

Participate: **keep advertising** despite COVID-19.

Latest analysis from Kantar reinforces the insights from the H1N1 outbreak in 2009:

→ Companies who stop advertising could **lose up to 13% of their market share** as a result

If you have stop spending because of cost-cutting:

- Consider if you could cut cost elsewhere instead
- Opt for a decrease rather than going fully dark
- If you absolutely have to go dark, try to minimise the duration and scale back up asap



Capitalising on digital opportunities & unlocking business growth

Simple Business Growth Strategy during Covid-19 pandemic



**Understand
the impact**



**Adapt your
business**



Understand the impact.

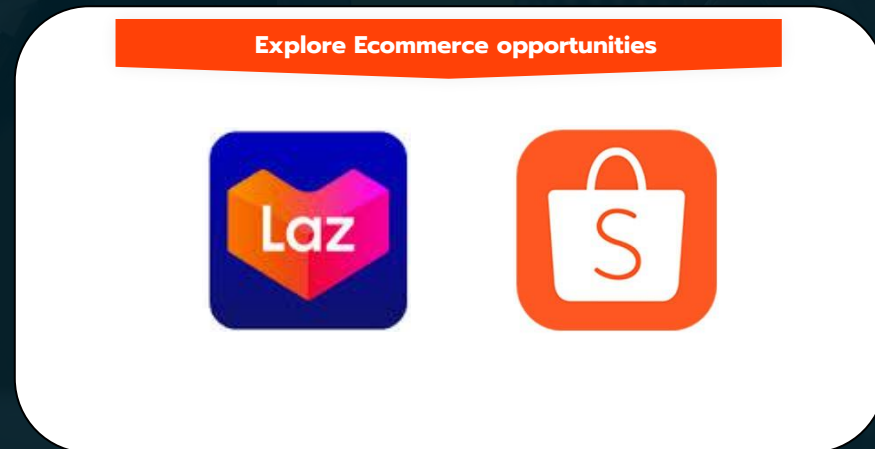
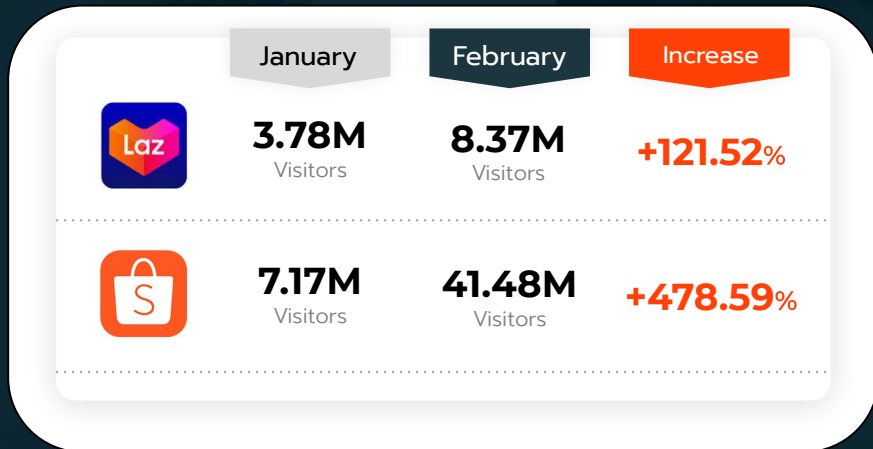
Popular customer acquisition channels might be unavailable or less effective:

- ~~Trade shows~~
- ~~Stores / Walk ins~~
- ~~Out of home advertising~~

There is still demand for your products, but traditional distribution channels don't work



Adapt your business.



How is your business impacted and what opportunities does digital present for you?

What is **your**
biggest challenge
right now?

01

I **cannot find new customers** because my usual strategies don't work due to COVID-19 (billboards, trade shows, walk in)

02

I **cannot sell my product/services** because my primary sales channel is offline and impaired by COVID-19

Explore digital opportunities & solve these challenges!

01

I cannot find new customers because my usual strategies don't work due to COVID-19 (billboards, trade shows, walk in)



01 Target high potential customers with paid ads

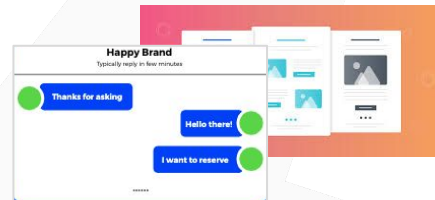


Integrate existing customer database into media campaign



02 Convert them into leads on a landing page.

- Form submission
- Call
- Messenger / Chat



03 Start a conversation & engage your leads

- Engage via messenger
- share relevant content via emails

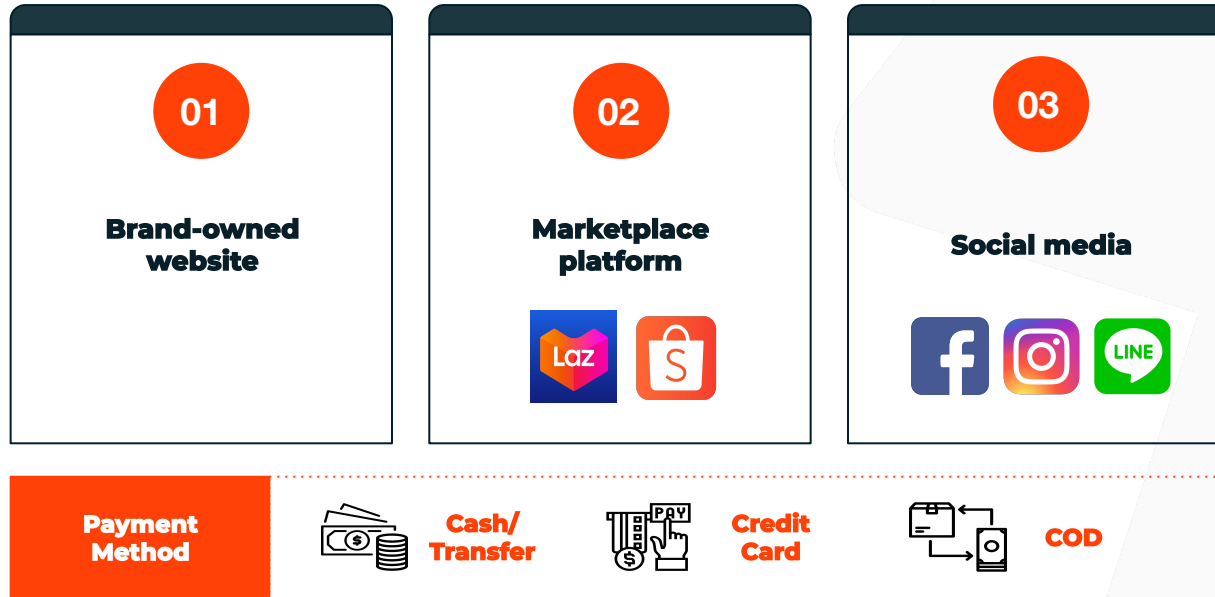
04 Digital Content Strategy

- Blog posts
- Social Media posts
- Company new shared via YouTube

02

I **cannot sell my product/services** because my primary sales channel is offline and impaired by COVID-19.

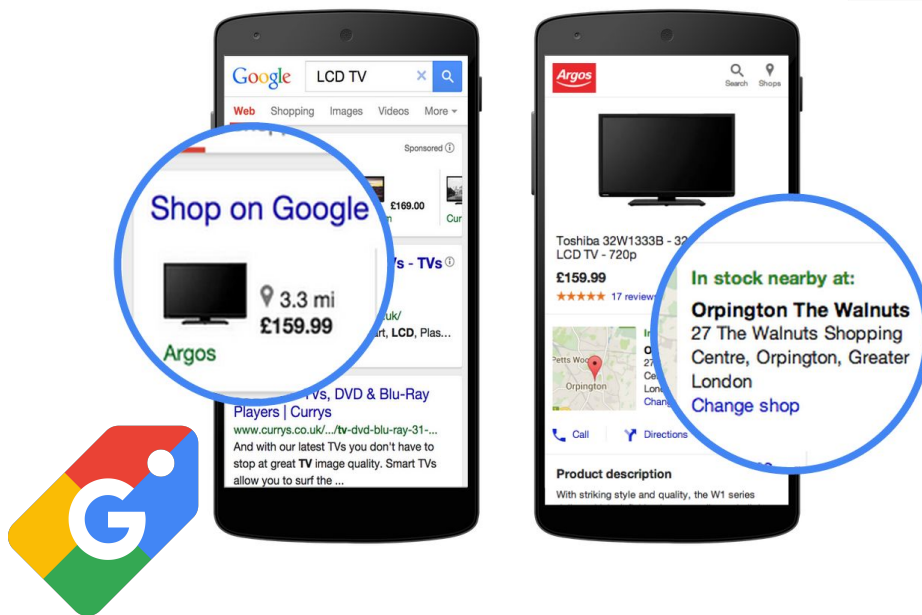
Digital-first Sales Channels



02

I **cannot sell my product/services** because my primary sales channel is offline and impaired by COVID-19.

yourwebsite.com



02

Marketplaces

หน้าเว็บไซต์ Lazada

ค้นหาใน Lazada

30 APR-2 MAY 20

PAINKILLER ATELIER
HAPPY AT HOME SALE
60%+฿1,300.-
ช้อปเลย

LazMall

เติมเงิน&คูปองออนไลน์

คู่มือลดเพิ่ม







LazGlobal

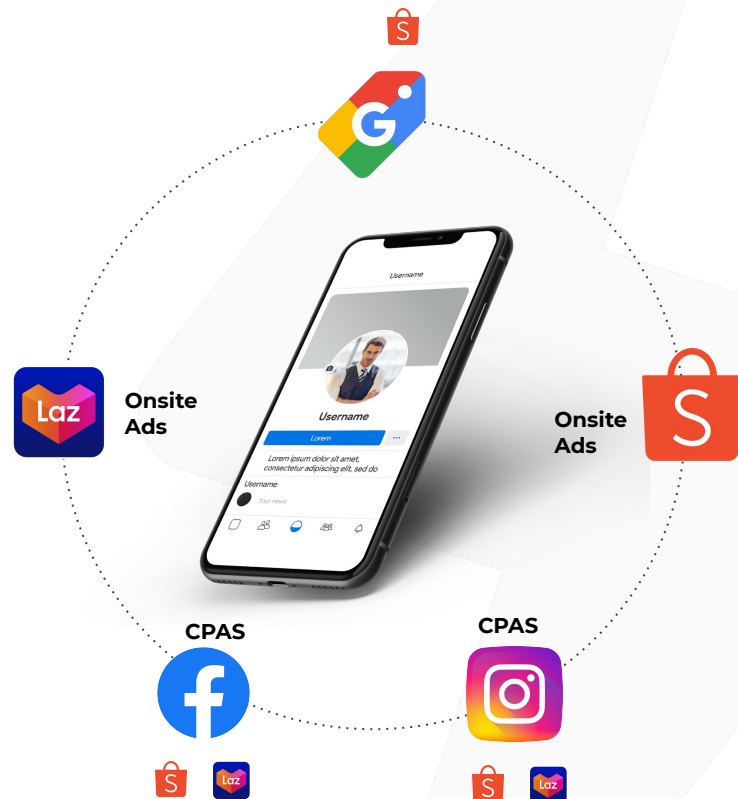
Flash Sale

ขณะนี้ได้ลดราคาอยู่

จะสิ้นสุดใน 15 45 42

พร้อมสินค้าทั้งหมด

<p>PROVISION</p>  <p>Provision LED Digital TV 32 นิ้ว รุ่น LT32G33</p> <p>฿2,590.00</p> <p>฿8,999.00 - 71%</p>	<p>กล้องติดกระจก</p>  <p>2.4 inch HD กล้องติดรถยนต์ กระดาษล่องหลัง ปั่นเท็กการช...</p> <p>฿166.00</p> <p>฿599.00 - 72%</p>	<p>ผ้าปูที่นอน 3.5 / 5 / 6 ฟุต (ไม่รวมผ้าคลุม ในรวมปลอกหมอน...</p>  <p>฿169.00</p> <p>฿269.00 - 37%</p>	<p>Mini RC Drone</p>  <p>LF606 Drone ไม่มีกล้อง (NO Camera) FPV...</p> <p>฿356.00</p> <p>฿999.00 - 60%</p>	<p>MR. CARLING: เก้าอี้สำนักงาน เก้าอี้ตาข่าย เก้าอี้...</p>  <p>฿300.00</p> <p>฿999.00 - 70%</p>	<p>ไม้เทนนิส</p>  <p>ไม้เทนนิส ไม้แบบตีดินเหนียว...</p> <p>฿229.00</p> <p>฿280.00 - 8%</p>
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03

Social Commerce



01

Use Facebook, Line & Instagram Messenger as Sales tools for your business

02 Drive traffic to Facebook & Line with paid Ads.



03 Influencer Campaigns



04 Chat with interested customers & convert them.



3 Key Takeaways.

01

Digitization in Thailand has significantly increased and opens up new opportunities to connect with customers.

02

Reevaluate your digital strategy and increase your focus on all digital activities.

03

Digital Marketing investments are key to enable digital sales.



Free digital
marketing
consultation.



+66 2 106 8448
info@heroleads.com

