10 Marketing Commandments in Times of Corona

Feedback from Marketing Organizations & Service Providers across Europe
Feedback collected from EMC Marketing Member Associations across Europe and their own surveys and investigations on the effects and strategies during COVID19 pandemic crisis.
1. **PROJECTS:** Longer lasting projects being stalled – focus on short term as well as lighthouse (digitalization) projects.

2. **CAMPAIGNS & ACTIVITIES:** Major campaigns and activities being stalled as well. All activities with live communication (events) being postponed (mostly into 2\(^{nd}\) half of 2020 or completely cancelled.

3. **PRICING:** currently no changes planned, midterm a reduction in prices in certain categories (e.g. fee structures in services) to be expected.
4. PRODUCT & ASSORTMENT
STRATEGY: currently no changes, but new product launches being postponed.

5. BUDGET AND ROMI:
A significant push forward into Marketing ROI and marketing spent optimization topics, while budgets are facing massive pressure.

6. DIGITAL: Further push into digital and virtual event formats, as live (event) communication has come to a complete stop. Combination with focus on marketing tech and the establishment of new (scalable) digital platforms (Marketing Automation).
7. ORGANIZATION: Rethinking of the marketing organization in terms of structure, ways to work as well as required skillsets. Cross-functional teamwork and the implementation of (virtual) New Work concepts (in particular Home Office) being top of mind and expected to continue also after the COVID19-crisis.

8. PERSONNEL: restructurings and lay-offs to be expected if crisis and lock-downs due to COVID19 will not come to an end mid of April 2020 ... latest.
9. ROLE OF MARKETING: Marketing as the “Customers & Market Attorney” in many companies being asked to take the drivers seat for strategies in times of disruptive market changes.

10. EXPECTATION FOR THE FUTURE: a “Back-to-Normal” (hopefully) to be expected in a timeframe of 6 months and more.