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How Marketing Responds  
in a Crisis

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## First things first – What is a crisis?

Any event or issue which threatens to damage the reputation, value, or viability of an organization.

## How we work together in crisis response



# Marketing Tools Available in a Crisis

- Basic market research
- Product research/surveys
- Customer segmentation
- Website & website analytics
- Social media monitoring
- Email campaigns
- Sales material/talking points
- Company Video/Audio channels
- Internal marketing programs



# Digital Strategy – Social Media

## Marketing

- Talk in your own, unfiltered voice
- Spread marketing via “word of mouth”
- Develop and cultivate rich customer experience
- Reinforce your brand
- Target consumers precisely
- Analyze and adjust social media marketing campaigns

## Public Relations

- Connect and cultivate relationships with reporters
- Get an early read on a story
- Track spread of news, accuracy
- Get instant feedback during crisis
- Manage crisis better by using social media
- Develop relationships with influencers

# Select your strategy carefully



## Political Model

Does not assume presumption of innocence; uses cautious communications.

***Typically seen in “Character Flaw” crises***

- Motivated adversaries (competitors, lawyers, NGO’s)
- People don’t like us or our industry
- We need to be careful to avoid legal exposure



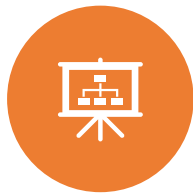
## PR Model

Views crises as resolvable through good communications.

***Typically seen in “Sniper Fire” crises***

- We are doing the right thing
- We need to quickly own the problem
- People generally like us

# Key Takeaways



USE YOUR KNOWLEDGE  
OF THE MARKET,  
PRODUCT, CUSTOMER  
TO INFORM YOUR  
ORGANIZATION'S CRISIS  
MANAGEMENT PLAN



KNOW WHERE EXACTLY  
MARKETING FITS INTO  
OR SUPPORTS THE PLAN



ASK TO PARTICIPATE IN  
ANY CRISIS EXERCISES OR  
DRILLS



MAKE SURE YOUR  
SOCIAL MEDIA IS TUNED  
FOR CRISIS DETECTION  
AND RESPONSE



STRESS TEST KEY  
MARKETING TOOLS TO  
MAKE SURE THEY ARE  
READY FOR CRISIS PACE