

5 Steps to *Moving forward*

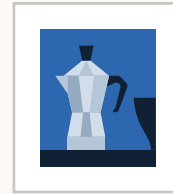
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Introduction

As we all navigate the new world and think through how we can keep moving forward, LinkedIn created this guide to help navigate the content we've created. This guide is meant to be a step-by-step guide from understanding where your business is now, how to prepare, the best way to utilize your C-suite, and how to start thinking about future marketing. LinkedIn is here to help marketers understand the market as best we can with the data we have. We hope you find this guide as a useful way to take all the content we have to help you as we all work towards the future together.



Step 1

Establish and Communicate Your Purpose

B2B marketers and organisations are operating in unprecedented times. Though the situation is ever evolving, we believe the first step in moving forward is to clarify and communicate your **brand purpose**. Marketing has a vital role in helping the business focus on how it will turn up for its employees, customers and shareholders.

Reaffirming your brand purpose will create the **guiding principles** by which all decisions and communications will be made:

- Read the Edelman and LinkedIn report '[Trust in a Time of Uncertainty](#)' for considerations, data and examples to help marketers and leadership define their brand purpose and strategy in these challenging times
- See how Mel Selcher, CMO of LinkedIn, communicated [LinkedIn's guiding principles](#) externally

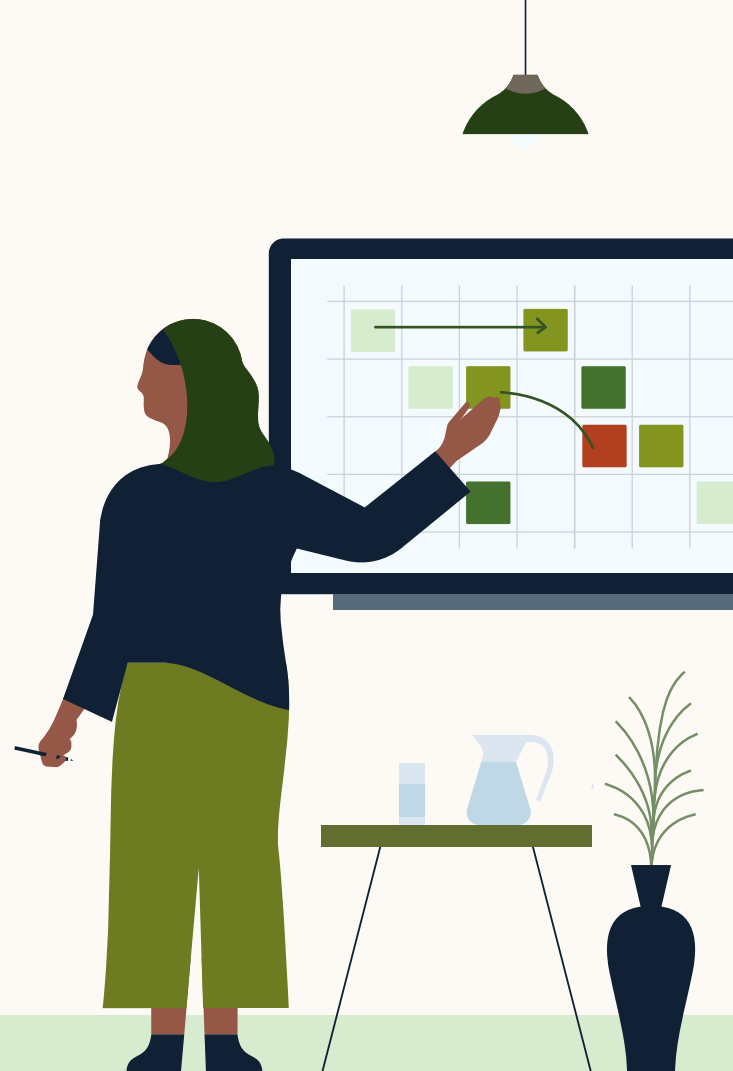


Step 2 Prioritise and Plan

Understanding how you will operate, the business can then **prioritise and plan** for the challenges and future ahead. Marketing is uniquely placed to provide real-time insights to the organisation - from shifting customer sentiment and demand patterns, to competitor responses, to the overall economic situation.

With more than 690 million members, LinkedIn can provide marketers with **data-based insights** to help the business prioritise and develop its business and marketing plans to meet the existing and most likely changing needs of its customers as well as identify new opportunities, business models and partnerships that this crisis will surface.

- Your LinkedIn representative can help you understand the latest insights in what [conversations are happening on the platform](#)
- Read '[How Marketers can start to Prepare for the way Forward](#)' from McKinsey Partner Michel Betz



Step 3 Prepare and Align

As you shift your marketing priorities and plans, it is important to make sure that your marketing team is ready for the challenge, have the right skills and are in the right mindset. LinkedIn is here to help marketers navigate the changing world of work with information and resources.

- Discover how to be productive and stay connected with [LinkedIn Learning's free 16 online learning paths](#)
- Explore our [Resource Hub](#) for tips and practices on working and communicating in new ways

At this stage, it is imperative that different functions across the organisation come together to agree

and partner both on short-term and long-term recovery goals. The need for Sales and Marketing alignment has always been known, but now it is imperative that you are in lockstep with your Sales leadership team on how Marketing will support the business at this time.

One of the most important conversations that any marketing leader needs to have is with their C-suite and Finance partners. The temptation for many businesses will be to cut marketing and advertising costs to the minimum. However this takes a short-term approach when in fact analysis of brands' performance in past recessions points to the importance of continued investment in a business' brand in order to successfully recover after the crisis has passed.

- Review [Peter Field's 'Advertising in a Recession - long, Short, or Dark?'](#) post to make the business case for marketing to your C-suite
- Read the B2Bi's [Fran Cassidy explain how to market your plan to Finance](#)



Step 4

Define Your Communication Strategy

As you've now established your purpose and understood the foundations of your team and alignment, it's time to define your communication strategy. Your team will need to clearly define what you're going to say, when to say it, and how.

It's important to have the right tone that fits with the time while still being consistent with your foundations. These guides are here to help understand how brands and executives are communicating with their audiences in an authentic way.

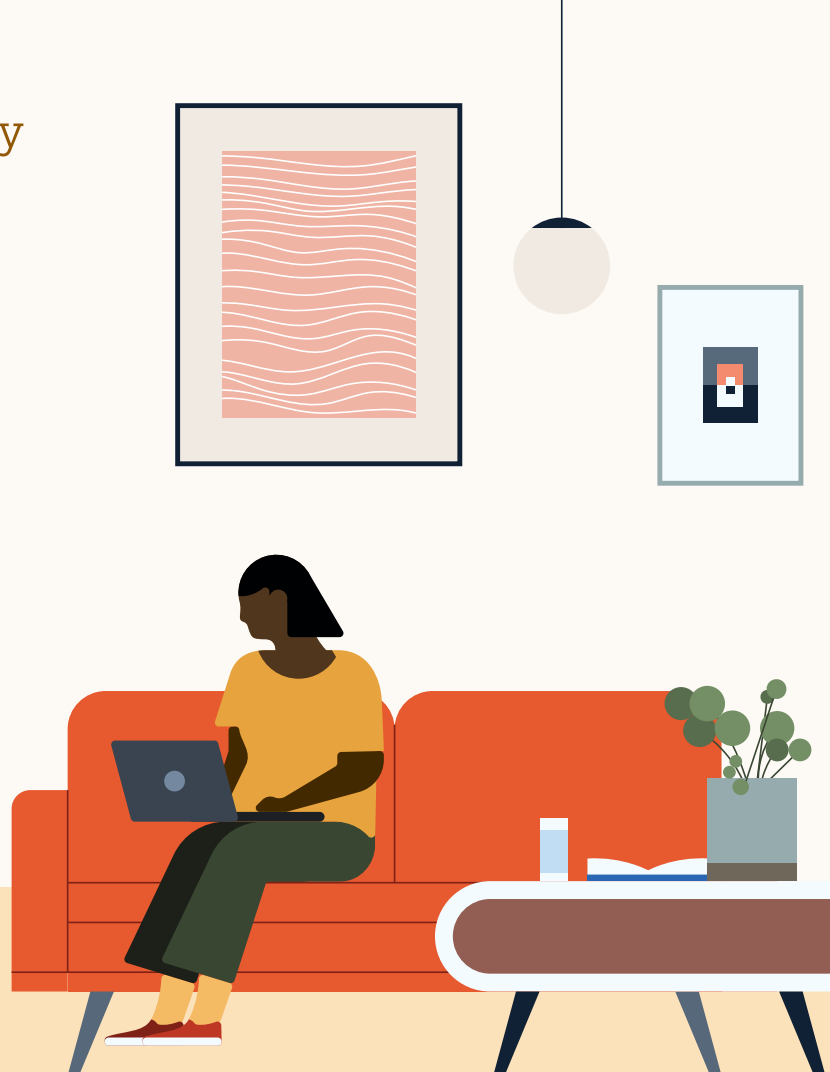
- Read [Orlando Wood's research on what creative works best in these times](#)
- Take a moment to revisit our [Trust in a Time of Uncertainty Executive Guide](#)



Step 5 Activate and Amplify

LinkedIn is a valuable place to enable your content from both an organic and paid perspective. We're here to help map your marketing goals across the brand funnel and utilize LinkedIn to help get your message out there and engage with your audiences. We've developed a number of resources to understand how to best align your goals with LinkedIn's marketing solutions.

- Take a look at the next page to see how LinkedIn can help based on new marketing goals.



Category	Need	LinkedIn Product Solutions	
Productivity Needs	Connect with employees	Groups Kudos feature	Connection requests Employee notifications
	Provide learning opportunities	LinkedIn Learning	
Building Community	Stay connected to customers	LinkedIn Live Organic Video Posts Posts and Updates #hashtags	@mentions Invite to follow Matched Audiences
Thought Leadership	Showcase executive leadership	Long-form posts	Video Ads
	Distribute helpful resources	LinkedIn Pages Sponsored Content	Conversation Ads

Category	Need	LinkedIn Product Solutions	
Events	Host virtual events	LinkedIn Live	LinkedIn Events (Coming soon)
	Promote virtual events	Sponsored Content Conversation Ads	Lead Gen Forms
Business Planning and Continuity	Target the right audiences	Targeting	LinkedIn Audience Network
	Share timely updates	LinkedIn Pages LinkedIn Live Sponsored Content	Messaging Ads Conversation Ads
	Grow your business	Sponsored Content Video Ads Messaging Ads	Conversation Ads Lead Gen Forms



Conclusion

We know every day and every week is different and full of change. We've compiled our resources in this guide to help you navigate these changes as best you can. LinkedIn is committed to working together with the world to help drive business continuity. And, for Marketers, we're here to help provide guidance from top experts and our insightful data to make the most informed decisions possible as you plan your go-forward plan.

As a reminder, create an impactful activation plan by defining your purpose, then plan and prioritize while driving alignment on your strategy.

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