

COVID marketing impact

& how marketers
are responding



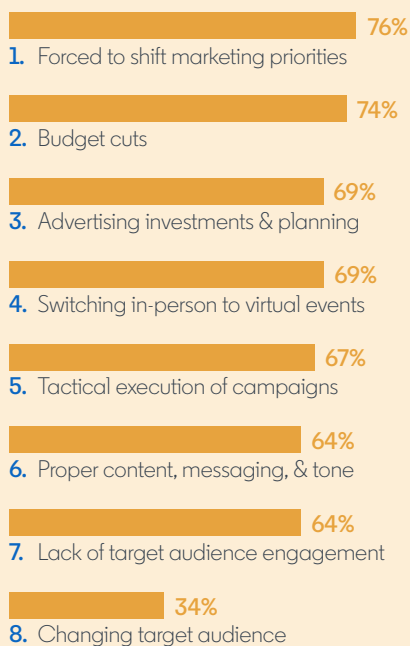
How marketing budgets and strategies are being impacted by COVID-19

How are marketing budgets, strategies, and tactical mixes changing in the face of a disruptive global event? We surveyed hundreds of marketers to find out. These were insights that stood out most.

- 1 Challenges
- 2 Impact
- 3 Strategic shifts

1. What challenges are marketers facing?

Top challenges



Single largest concern

34%
Budget cuts

16%
Switching to
virtual events

13%
Lack of **target
audience
engagement**



Top reasons for decreasing spend

72%
Our **budgets**
have been
reduced or cut

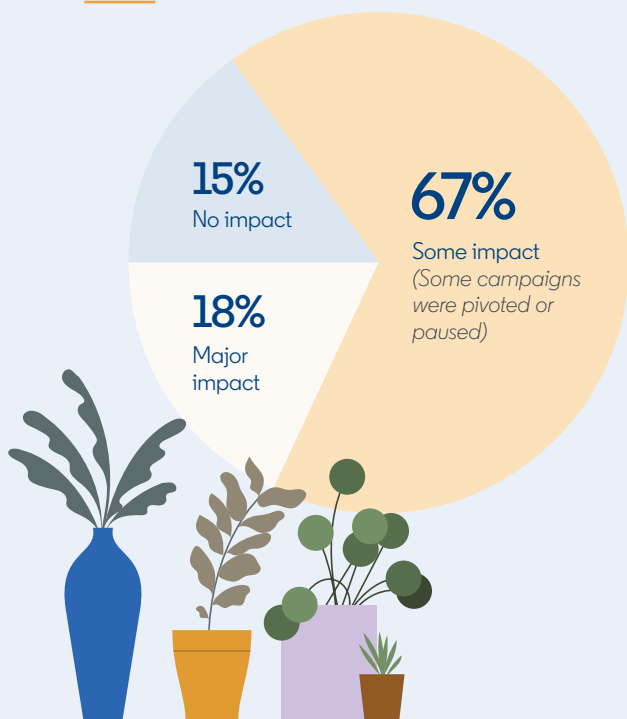
30%
It's the **wrong
time to advertise**

24%
**Leadership doesn't
want to invest in
advertising right now**

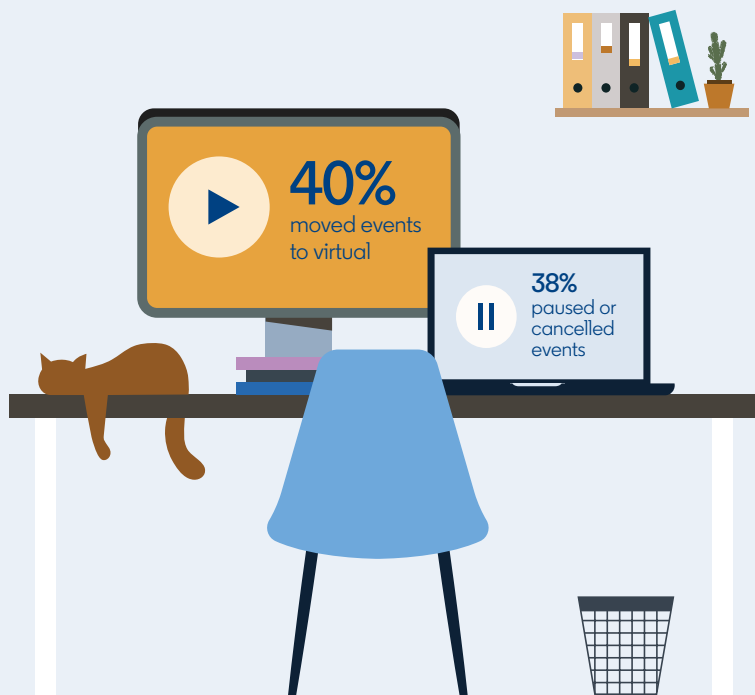


2. How has COVID impacted marketing strategies?

Impact on campaign strategies



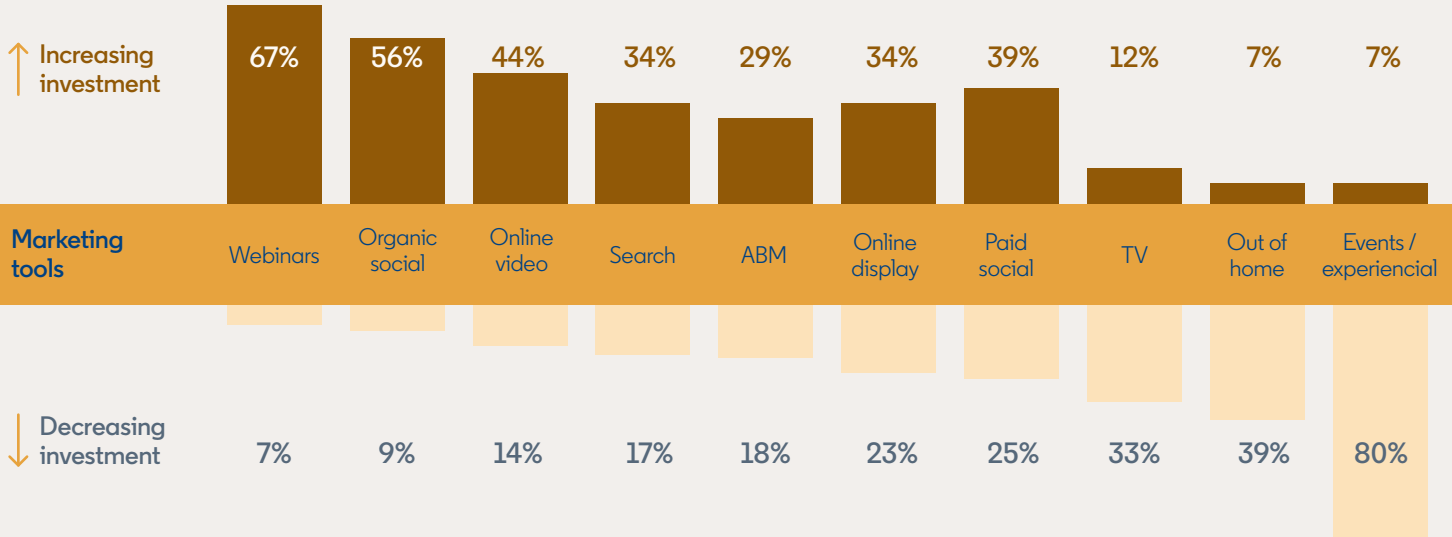
Impact on customer event strategies



3. How are marketers shifting their strategies?

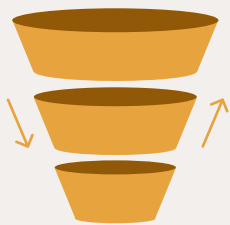
Marketing mix shifts

Changes in investment in marketing tools



Funnel shifts

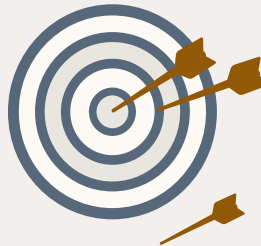
Shift in brand vs demand efforts



- 42%** No shift
- 24%** Using **organic** for upper funnel objectives
- 18%** Shifting budget **from upper to lower** funnel activities
- 15%** Shifting budget **from lower to upper** funnel activities

Targeting shifts

Shift in audiences targeted



- 43%** Targeting **audiences whose needs changed** because of COVID
- 39%** No audiences shift
- 23%** Targeting same audiences but in **different/new regions**
- 16%** Targeting **new audiences**
- 13%** Targeting **new industries**

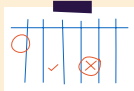


Content shifts

Change in marketing content and/or creative



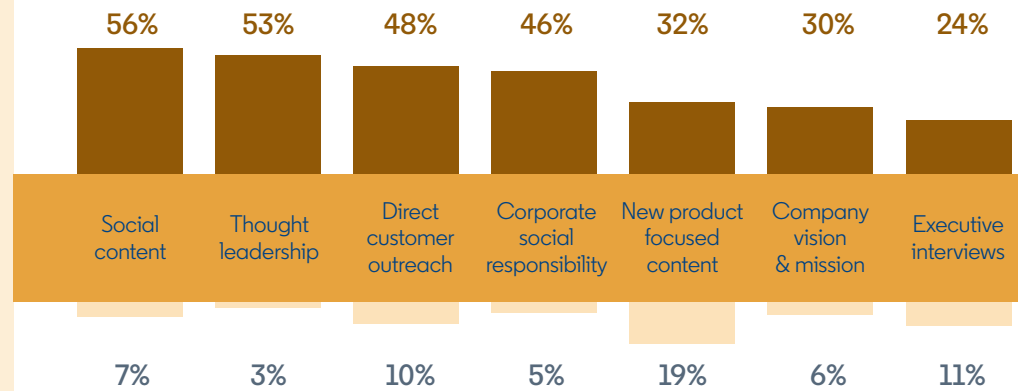
47% has become **more emotional** in nature



31% has become **more rational** in nature

Adjustment in content marketing strategy

↑ Increase



↓ Decrease

Marketers: let's move forward with confidence. There's a lot of uncertainty in the world right now, but we hope these insights at least help you with getting your bearings.

When it comes to the impact of COVID-19 on digital marketers up to this point, the key things to know are:



Budget reductions and **cuts are common.**



Accordingly, **organic social content** has become an increasingly prominent focus.



Companies are quickly pivoting to **move events online.**



Paid social is seeing substantial increases and decreases, depending on the sector.



Messaging strategies are adapting to a **more human, helpful approach.**

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