

# Thriving Through Change

The Practitioner's Playbook



# Don't lose sight of your north star

As a marketing and communications professional, you know the heart of your job is building and strengthening bonds between your brand and your community. This essential aspect of your work doesn't disappear simply because the ways we forge connections with customers and stakeholders are changing.

While it's true that you are probably being asked to do more with less in an environment that seems to shift by the hour, it's also true that the fundamentals of your job remain the same. The depth of knowledge and specialized skills that brought you success in the past will be the keys to your success in the future.

This guide is the second part of a series. The first installment, [\*Trust in a Time of Uncertainty\*](#), covered the reasons why executives need to communicate in clear, consistent, and empathetic ways. By addressing three common challenges, this installment offers practical advice to help you thrive in a marketing landscape where events are virtual, face-to-face meetings are rare or non-existent, customers have higher expectations for brands to contribute in positive ways, and your internal teams need extra guidance and direction.

## CHALLENGE 1:

# Your brand is being asked to show up and be present in new ways

### Why it matters:

- On LinkedIn, member engagement in North America on coronavirus increased sharply — up 3,600%.
- Remote working searches on LinkedIn Learning have tripled.

In the [2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus](#)

**84%** of respondents want brands to be a reliable news source, keeping people informed about the virus and the progress being made in the fight against it.



**85%** expect brands to be an educator, offering people instructional information about the virus and how to protect themselves from it.

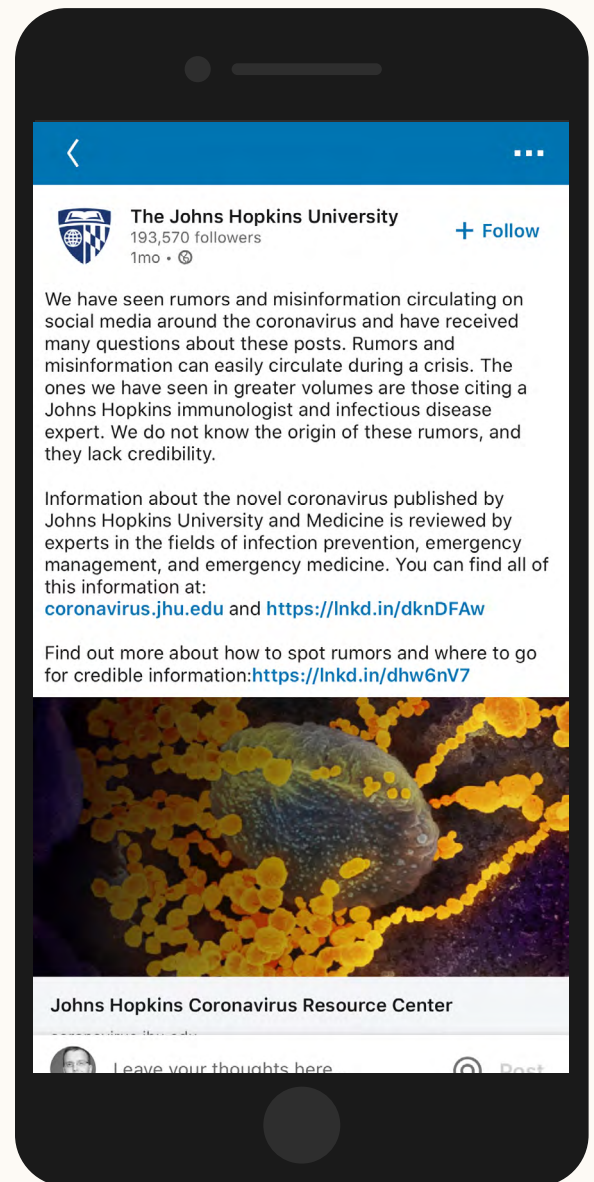
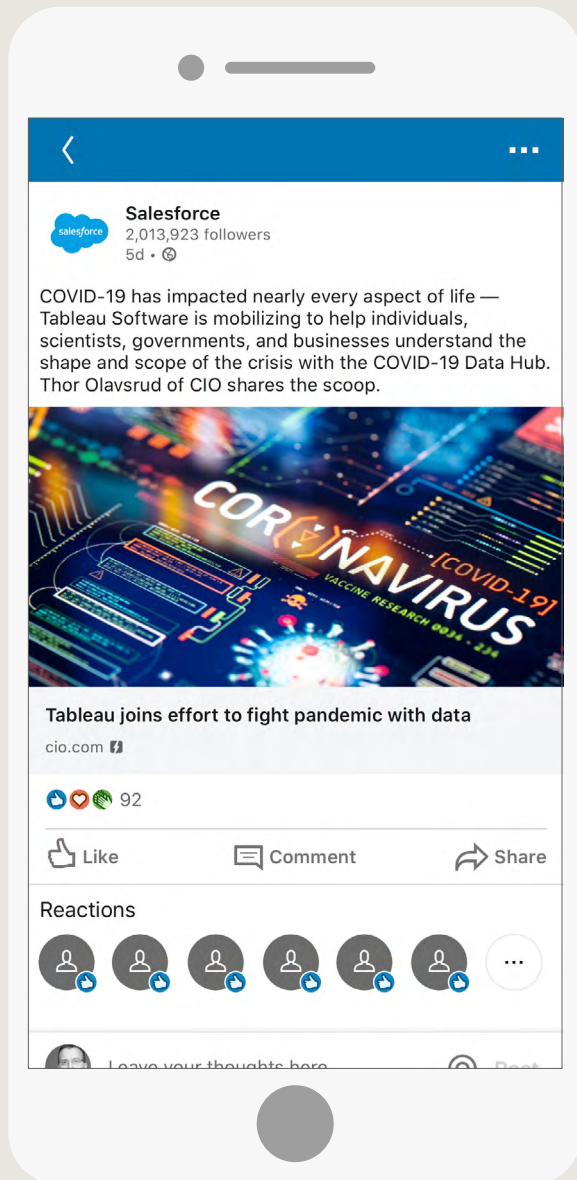
**84%** also shared that they want brands to use social media channels to facilitate a sense of community and offer social support to people.



THE ANSWER:

# Build on your strengths and put community first

Salesforce shares how it's helping the fight against coronavirus.



Johns Hopkins University fights misinformation and directly refutes false rumors.

There is no question your brand needs to address the ways our world has changed. But the approach should be consistent with your brand voice. Before wading into the most serious topics of the day, you and your team should ask yourselves some questions:

What does our community need from us now?

Who does our community want to hear from now?

Does our community expect to hear from us on this subject?

How can we collaborate with other brands to help our communities?

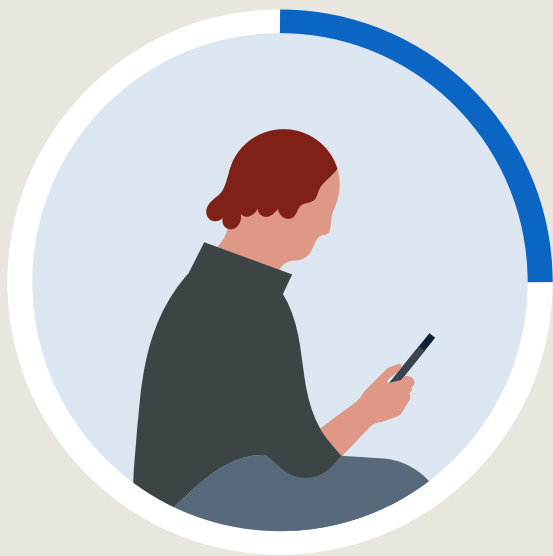


[Stand for Small](#) is a terrific example of brands, led by American Express, working together to help make tasks like expenses easier to manage for small businesses.

## CHALLENGE 2:

# Things are moving fast and your team needs guidance

Why it matters:



**25%** of American workers say they are likely to lose their jobs.<sup>1</sup>

**70%** of Americans say that their lives have been disrupted a lot by the pandemic.<sup>2</sup>



<sup>1</sup> <https://news.gallup.com/poll/308960/record-high-workers-say-job-loss-likely.aspx>

<sup>2</sup> <https://www.kff.org/health-reform/report/kff-health-tracking-poll-early-april-2020/>

THE ANSWER:

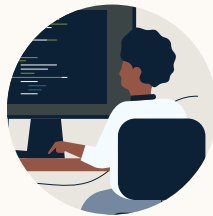
# Establish your foundation and focus your internal communications

[Rob Norman](#), former CEO and current senior advisor to GroupM, the world's largest media agency, advises leaders to start with what you tell the people closest to you — those who work for your company. The messages should follow these guidelines:



## Safety, support and security

(our people, our customers, our supply chain)



## Stability

(deliver maximum viable service using every tool available to us)



## Sustainability

(ensuring we are fit when we come out the other side and even learned how to operate more efficiently)

Additionally, spend time with your leadership team to decide how you will make decisions and execute on plans. This could occur through regular daily standup meetings. For large companies, standup meetings dedicated to cross-functional coordination are important for navigating decisions requiring input from leadership across business lines.

From marketing and sales and product to finance, better communication across departments enables more nimble, cohesive communications. LinkedIn tools like a [Glint Survey](#) can help you understand what's important for your teams in real-time.

CHALLENGE 3:

# Marketing can't stop in the era of social distancing

Advertising limits your downside in bad times, and increases your upside in good times.



“ Brand advertising is not about profiting in recession, it is about capitalizing on recovery. ”

Peter Field  
Source: B2B Institute “Advertising in a Recession”

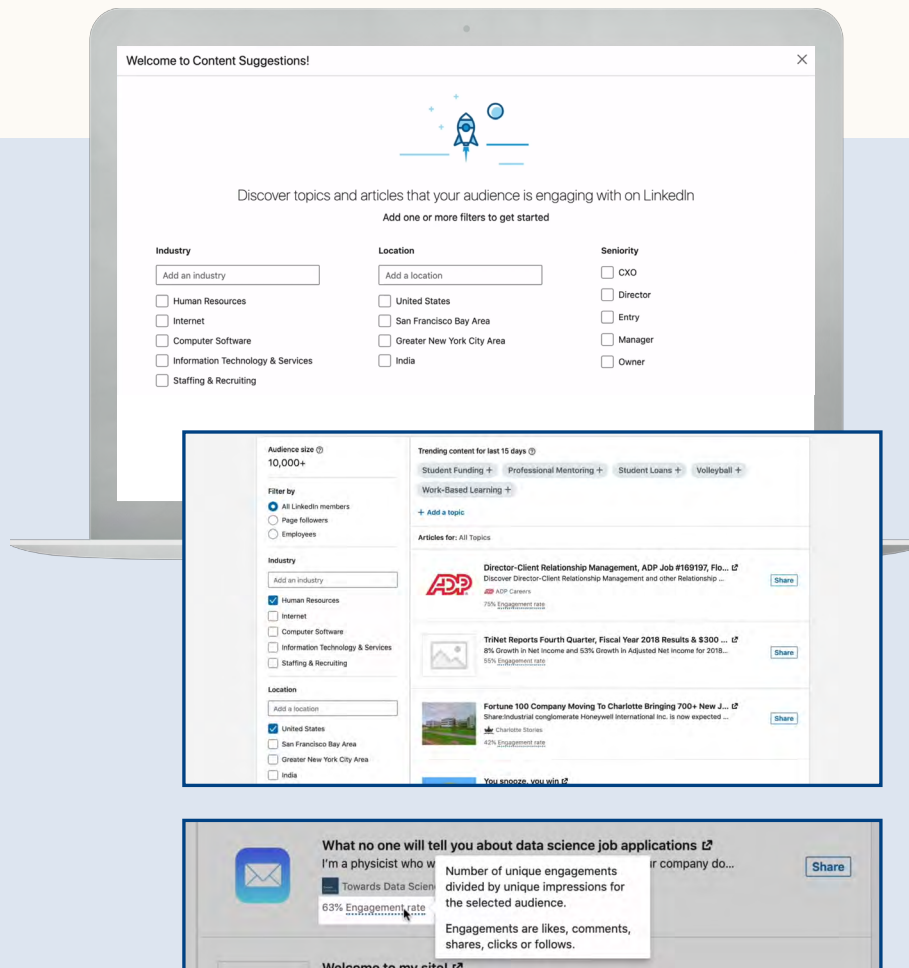


THE ANSWER:

# Invest in the right tools for all phases of your campaign

## Pre-launch

Not all content is created equal. [Content Suggestions](#) lets you see what content is performing well on your LinkedIn Page and which content is missing. Real-time insights into audience engagement helps you better understand what content is worth resharing and how you can most productively join an ongoing conversation.



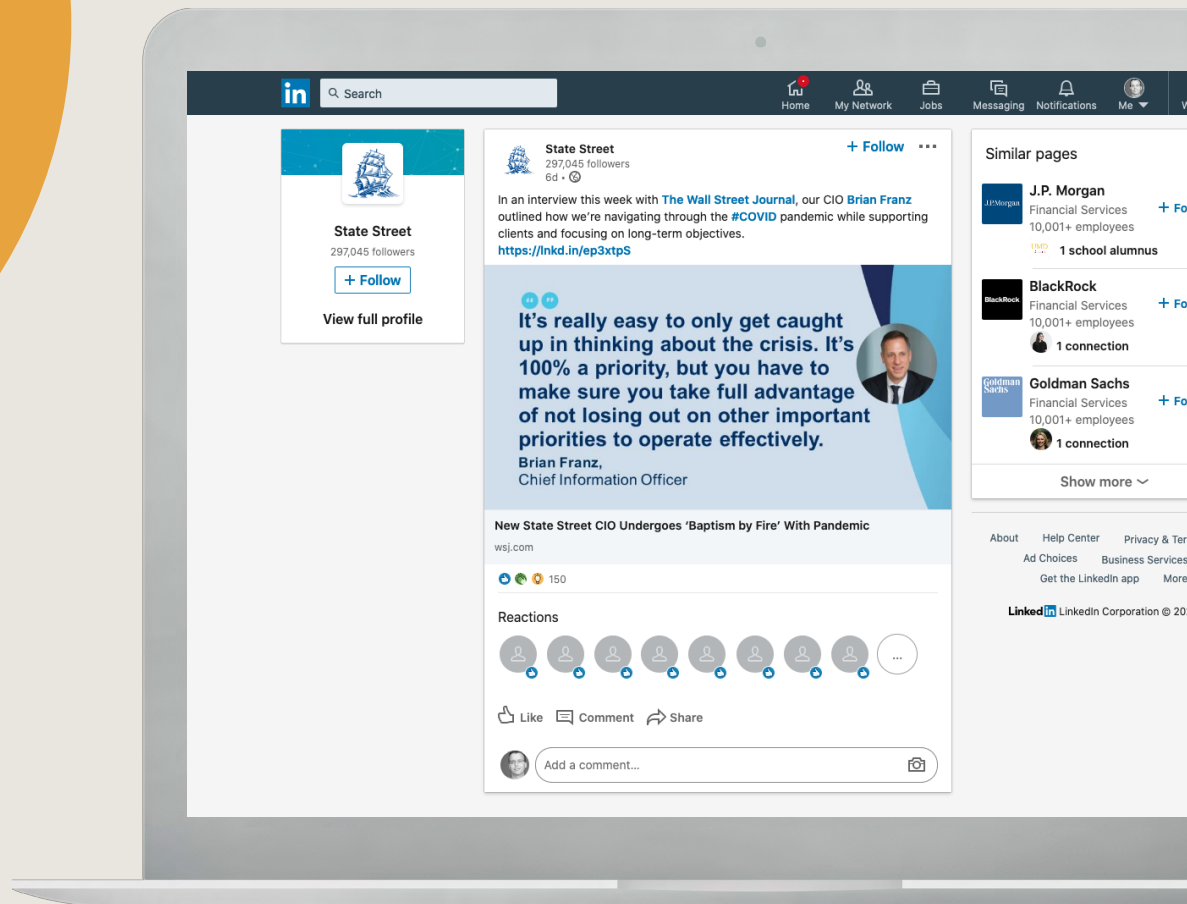
We're all getting pretty comfortable with teleconferencing and the emerging etiquette of virtual meetings, but building relationships when you're not face-to-face is a different sort of challenge. To help marketing professionals navigate the evolving world of virtual marketing, **we've unlocked 16 [LinkedIn Learning](#) courses like "Leading Virtual Meetings" and "Effective Virtual Communications."**

In early April 2020, **#onlinelearning** became the second most-trending topic among coronavirus posts.

**92%** of B2B marketers use LinkedIn to distribute content.

## Launch

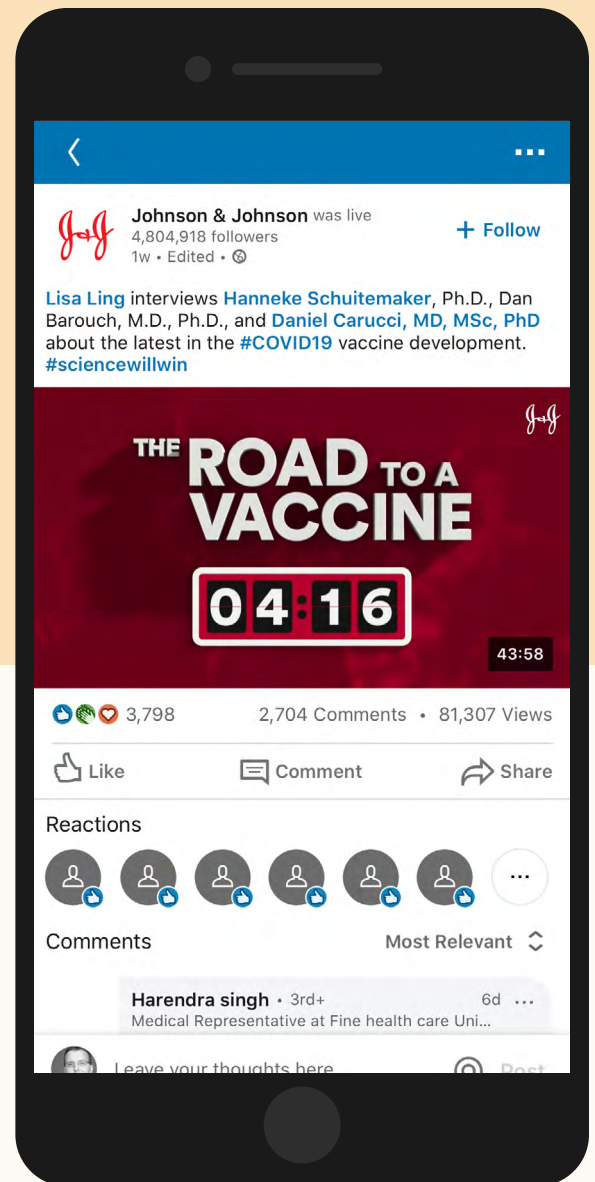
LinkedIn is the most trusted social platform with a highly engaged audience of professionals actively looking for the information you are providing. Use your LinkedIn Page to share messaging and topics and track your audiences' engagement. If a particular piece of content is performing well, you can promote it to reach a larger audience outside of your page followers.



[LinkedIn Live](#) offers marketing professionals a way to broadcast live video, put a face and a voice to a trusted thought leader, and foster conversation with a brand's community. **LinkedIn Live videos get 7x more engagement and 24x more comments than native videos produced by the same broadcasters.**

“ What I really like about LinkedIn Events is the fact that I can plan with my network and not be required to go to another platform to organize it. ”

Michael Quinn  
Senior Manager at EY in  
Washington



With events going virtual for the foreseeable future, LinkedIn is making its events feature available to marketing and communications professionals. [LinkedIn Events](#) makes it possible to build and nurture your relationships with the right professional audience in a trusted online venue.



## Post-launch

The tools that helped during your pre-launch and launch phases become useful again in the post-launch phase of your campaign to amplify what resonates. The content created with [LinkedIn Live](#) and [LinkedIn Events](#) can be shared on your page and you can increase your reach by promoting the winning content you want more people to see.

You will also want to be sure you are measuring success with the right numbers and clearly showing the impact you and your team are having on the business. Download “[The Long and Short of ROI](#)” to see how measuring ROI over the length of the sales cycle leads to more accurate reporting and improved campaign management.

## #inittogether

LinkedIn is here to help you adapt your skills as a marketing and communications professional to a new landscape where most interactions are virtual and online. A world where all meetings are virtual will not be permanent, but this period is likely to recast the nature of your profession in significant ways. Mastering these tools now will better prepare you for a future where the virtual and the real are blended ever more seamlessly.

## Sources and Notes

Pg 4: 2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus, March 2020

Pg 6: Gallup Record-High 25% of U.S. Workers Say Job Loss Is Likely, April 2020

Pg 7: KFF Health Tracking Poll Early April 2020: The Impact of Coronavirus on Life in America, April 2020

Pg 9: The B2B Institute LinkedIn Advertising in a Recession, April 2020

Pg 10: Content Marketing Institute Benchmark Report, 2018



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