



Branding and Marketing in the age of Covid 19

Thoughts and recommendations”



I only have 15 minutes...



Look at us now. Is this "NORMAL"?



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Is marketing different today than in 2019?

Yes.

- 1. Fear, Consumers are not as open to all offers as before, preferences have changed.**
- 2. Changes in market conditions, affordability, access, choices.**
- 3. Over promise, under delivered**
- 4. Consumer Expectations, especially with telemedicine**
- 5. Overload of messaging on all platforms**

Before you begin marketing, be honest with yourself

1. Are you still thinking in pre-Covid terms?
2. Did you change anything in your business model?
3. Are you offering what consumers need and want?
4. Are you really better than your

Above all:
THINK STRATEGY, NOT
TACTICS.

Will you market as a CAREGIVER?

Can you say you are a service that provides:

**Altruism,
compassion,
patience and empathy?**

Will you market safety?

How?

Will you just talk about the hand sanitizer?

Plexiglass screens and safe distance?

Or can you project more and create a

BRAND

Will you market innovation?

Are your services, equipment and staff creative, imaginative, nonlinear and nonconformative compared to others? Is it something you added because of Covid? Or is it really your BRAND?

Will you do webinars? Will you write blogs? Will you do what I'm doing now?

In short, can you become an authority in what you do, someone patients would trust and want to be with.

Think about the following:

- 1. Covid took away a lot of humanity and empathy, we are all hiding behind masks and our computer screens. Human touch had to be avoided. What can you do about that?**
- 2. Fear is in control now. How do you address the amygdala, the brain fear spot, in your marketing materials? The world is a very fragile environment right now.**
- 3. During the 2008 recession Hyundai marketed their cars like this: “Right now, buy any new Hyundai, and if in the next year you lose your income, we’ll let you**

- 1. In addition to your fantastic healthcare services, what else do you provide? Think human, always!**
- 2. Covid 19 is causing a major behavioral change in our global society. Social media is actually increasing the global panic, exercise calm in all you say and do.**
- 3. Always remember, what might be a good solution for your marketing efforts is not necessary a global formula, find your own voice don't copy from others.**
- 4. We may survive the virus, and learned a lot about digital solutions. But as appealing as it might be, something is missing. We need it: the craving for a physical sense of belonging a desire for human connection at any price, everywhere. Including in marketing materials.**

Re-evaluate your business offering, your relationship with the world and your priorities.

**Mahatma Gandhi said: BE THE CHANGE
THAT YOU WISH TO SEE IN THE WORLD.
Can you do it?**

So far, the world around medical tourism is not showing much of change. Airlines are just going broke, but still treat customers badly. Hotels basically reduced their services using the excuse of being “clean” and keeping you safe”, Insurance companies are worse than ever...and most companies have reduced the level of customer service with one excuse or another.

Should you be one of them? After all, customer service IS marketing.

In difficult times, your customers and patients will notice the difference you make and will remember it for a long time.

Make that difference, this IS marketing.

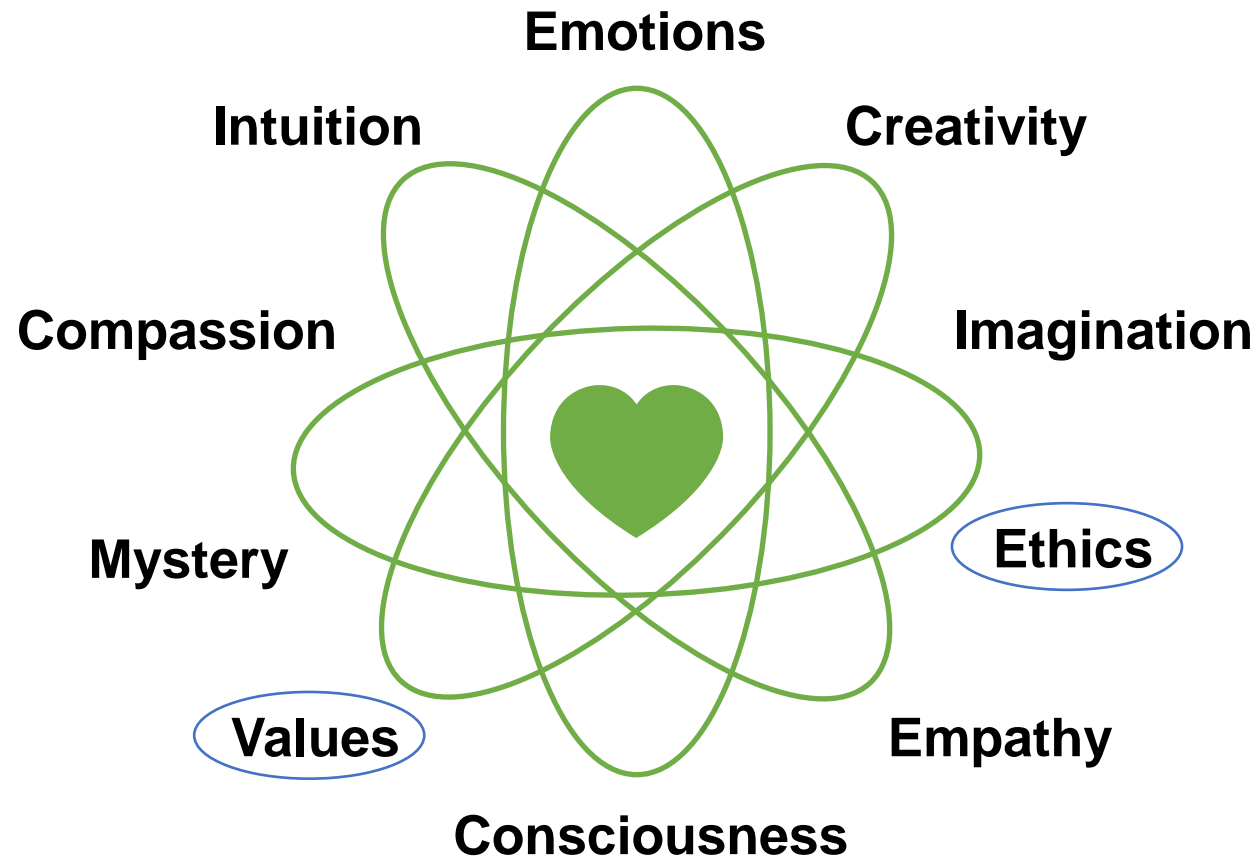
During the hardest times of the pandemic, all marketers said: “ We are with you”, “we think of you” “we take care of you”, that was typical corporate language that basically means nothing....

Its up to you to find the REAL way to make a difference.

Historically, we know that any marketer who neglected the authenticity of his brand, was forgotten and eventually failed.

**I have noticed that in almost all the recent webinars about “What to do after Covid”, no one talks about working on the internal brand. I would recommend to all of you to start and think about auditing your brand, make sure it is still relevant for your customers and most importantly:
relevant for the times we are living now.**

Anything that cannot be digitized or automated will become hugely valuable.



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