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Find your footing with messaging. All messaging and content should be appropriate for the times. A little A/B testing can help you fine tune your new messaging and tone going forward.



1

Get visibility into your budget – understand what’s committed, where you have wiggle room, and what costs can be recouped.



2

Look at your ROI metrics and see what historically drives impact. Reallocate spend to support well performing areas.



3

If you're struggling with ROI measurements now is the perfect time to think about the metrics you should be measuring and how best to do it. Getting that foundation in place now will ensure longer term success for your team.

Planning in a Crisis

8 Best Practices for Pivoting Marketing Plans

In the midst of a crisis, your marketing plan needs to be flexible and ready to adapt for any changes. Marketing has always needed to be agile, and it's a critical skill for teams to embrace now more than ever.

Here are Allocadia's 8 best practices for pivoting your marketing plans to adjust to today's new reality.



7

Build A/B testing or control tests to measure lift short-term and measure incremental effects over the next few months. Create a new data set within the context of the crisis.



6

Try something new! Devote part of your budget to testing out new channels, messages, etc. Being creative is key to long-term success.



5

Be proactive and think beyond the future quarter. Game plan “what if” scenarios so you’re always ready to pivot. Ex. Should I put my recouped funds into digital ads only, or are there other virtual options?



4

Embrace your brand: find ways to guide your current customers, offer assistance, and reassure them.

Just because Plan A is no longer feasible, doesn't mean all is lost. With some forward-thinking, Plan B will also drive impact.

Be smart, be bold, and know that we're all in this together!