

# Learnings from Marketing in 2020

Kimberly Reach • [KimberlyReach.com](http://KimberlyReach.com)

## THE SUPPLY CHAIN

The pandemic revealed the gaps in America's supply chain. This led to shortages, real and perceived. The supply chain is also very important to Gen Z consumers, who expect organizations to be transparent.

Communicating the supply chain encourages informed shopping decisions (reducing panic buying) and builds consumer trust.

## ETHICAL MARKETING

False, exaggerated, or vague claims across the industry have negatively impacted consumer trust in direct marketing. To connect with consumers, brands must participate in ethical marketing activities that align with their brand identity. Additionally, brands must understand and consider the values of their audience and the impact of their messaging.

## RELATIONAL MARKETING

- Facebook
- Instagram
- Pinterest
- Reddit
- Roblox
- Snapchat
- TikTok
- Tumblr
- Twitch
- WhatsApp

Consumers use these social channels (and more!) to engage with brands. Brands need to know how to communicate with consumers on social platforms.

## CONSUMER EXPECTATIONS

Modern consumers demand genuine, honest marketing from brands. Brands must be authentic in all marketing, partnerships, and sponsorships while still representing brand voice and offerings.



questions?

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## CONSUMER BEHAVIOR

Consumers have shifted to digital platforms, with mobile shopping growing exponentially during the pandemic. Traditional brick and mortar retail channels are not preferred by Gen Z and millennial consumers.

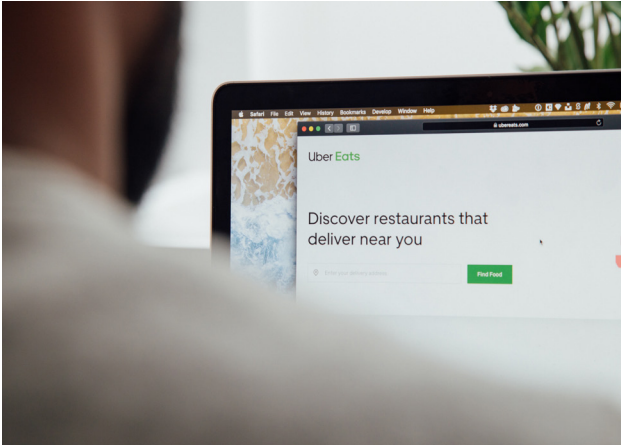
## ECOMMERCE PLATFORMS

- Amazon
- Delivery services
- Etsy
- Facebook
- Instagram
- Mobile apps
- Subscription services
- TikTok
- Walmart
- YouTube

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## RECOMMENDATIONS



### 1. Prioritize Authenticity and Transparency

Use channels to clearly communicate the supply chain, the brand values and the brand identity, as well as partnerships with the brand. This type of relational marketing establishes trust with the consumer and earns loyal, repeat customers.

### 2. Find Relevant Channels

Brands need to be prepared to positively engage with consumers on digital and social platforms. This involves identifying the platforms their target audience uses and communicating in effective, authentic ways on those platforms.

### 3. Identify Influencers

Consumers, particularly Gen Z consumers, are relying more on word-of-mouth recommendations from trusted influencers, such as friends or celebrities on social media, to guide purchasing decisions. Brands must be able to identify relevant influencers for their offerings.



## FREE RESOURCES



Deloitte State of the Consumer Tracker, available [here](#), features an interactive dashboard of data to better understand how the pandemic impacted consumer sentiment and behavior.



Stay on top of the latest social media trends and best practices with Marketing Dive, available [here](#), as well as from Social Media Today, available [here](#). Both sites are operated by Industry Dive.



Check the Federal Trade Commission (FTC) website for guidance on advertising and marketing, available [here](#). The website is kept up-to-date with guides that can be downloaded.