

Innovation & Listening The Key to Online Success in 2021



Sarah Benoit
Co-founder and Lead
Instructor
of the **JB Media Institute**
President of Creative Original,
Inc.

Innovate

According to the Oxford English Dictionary...

“make changes in something established, especially by introducing new methods, ideas, or products.”

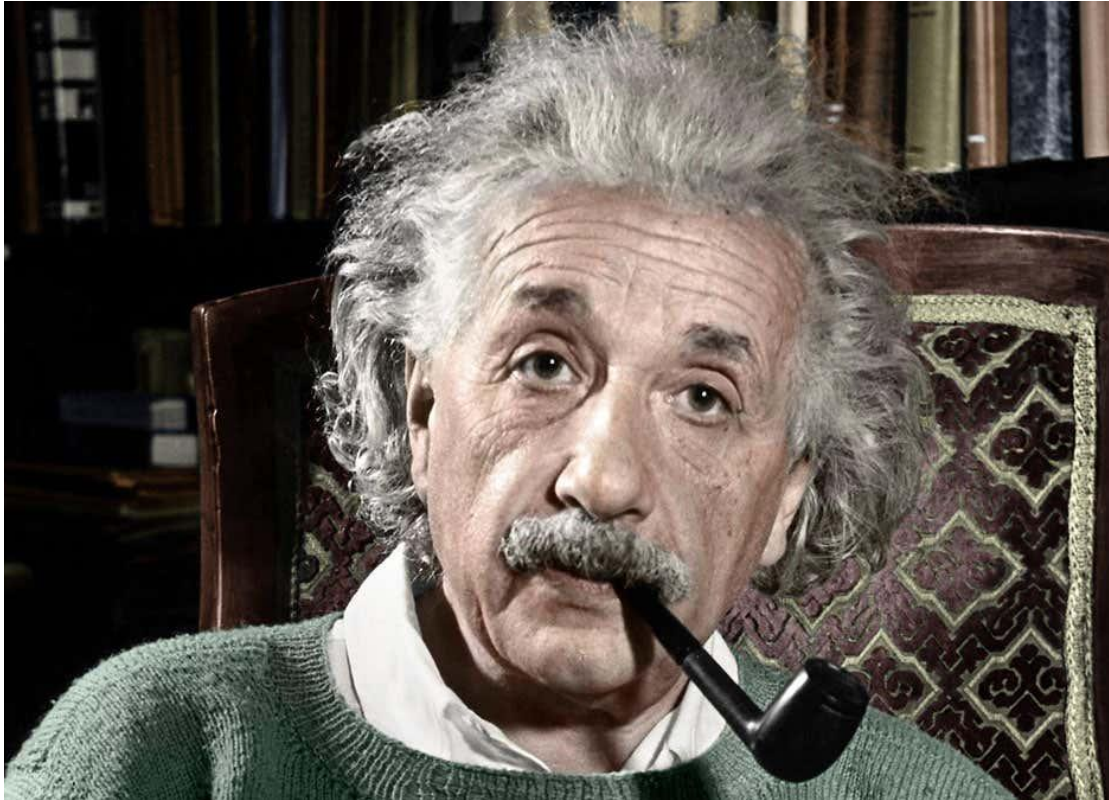
Listen

According to the Merriam Webster Dictionary...

“To hear something with thoughtful attention.

Give consideration.”

Welcome



“You can’t solve a problem on the same level that it was created. You have to rise above it to the next level.”

~ *Albert Einstein*

Stay Rooted in Your Brand Values, Mission, and Purpose

- ★ Listen Carefully
- ★ Build Relationships
- ★ Be Real

If there have been changes make sure these are clearly reflected in your visuals and verbiage.

What Do People Need?

Self Care



25%

increase in viewership of videos related to “nature sounds.”

Think with Google

Source: YouTube Data, Global, March 15–April 30 vs. Jan. 1–March 14, 2020.



Social Connection

The “With Me” genre — where viewers vicariously share in an activity performed by a creator — has been particularly pertinent for life under lockdown. Audiences across the globe have devoured it. Views of “#WithMe” videos have grown by 600% since March 15.

Identity

U.S.-based cultural anthropologist Susan Kresnicka explains, “Identity encompasses the whole experience and understanding of the self, in all its complexity and capacity for change.” And according to her, it also impacts our other needs. “How we understand ourselves and our experiences fundamentally shapes the way we care for ourselves, connect with others, and operate in the world around us.”

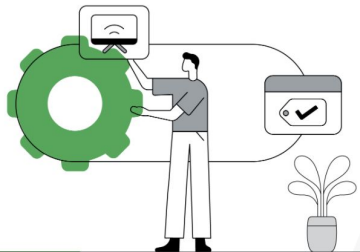
What Do People Want?

“Marketers know that to be successful, their offerings must create value for people, and often that value involves helping them meet their core needs...**Thinking this way forces us to understand, deeply and holistically, how a product or service operates in people’s lives. When we do, we open up new ways to communicate, connect, and serve people.**”
[Susan Kresnicka]

5 Consumer Trends to Watch

1

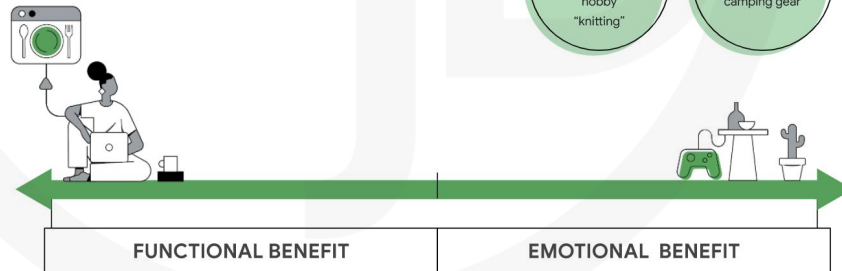
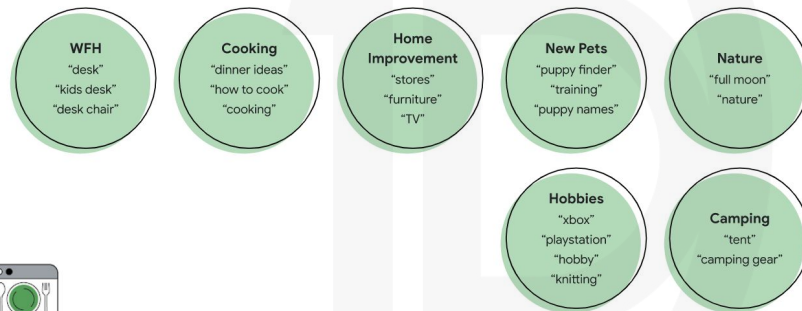
Creating control



Heading into 2021, people still face a world filled with uncertainties. As they navigate through these, they will continue to value signals of reassurance and safety, and seek out ways to proactively take control of and improve their lives. **How can marketers help consumers not only survive but actually thrive?**

People are searching for ways to gain control over their immediate environments, and items or activities with emotional benefits.

SEARCHES THAT CONTAIN





Bargaining for balance

While the desire for a more balanced approach to life predates the pandemic, that need is now more apparent than ever before. People will continue to negotiate with themselves and others to establish boundaries and restore a sense of balance across emotional, physical, and psychological dimensions. **How can marketers help consumers achieve this balancing act?**

Searches for

rv rental near ¹

+200% YOY

staycation ²

+100% YOY

meditation apps ³

+90% YOY

“

I've been trying to **carve time out** of each day for myself. I feel **more balanced** after these experiences.”

— TONY, U.S. ⁴

3



Cultivating connection

The pandemic has placed constraints on people's ability to establish and maintain relationships in the real world. So people have sought alternative ways to connect, placing renewed focus on those closest to them, both interpersonally and within their communities. **How can marketers enable consumers to both maintain the quality of their existing relationships while also providing opportunities to create new ones?**

Searches for

with friends online¹

+300% YOY

local + business(es)²

+80% YOY

Watch time in U.S. for YouTube videos with **#WithMe** in the title.³
+200% YOY



“

It's brought me closer together with my neighbors. ... As city dwellers, for so long we didn't even know who our neighbors were, but **now we have realized the importance of that bond.**”

— KEN, JAPAN⁴

4 Curating the home



The constraints COVID-19 placed on mobility caused many people to make their personal spaces as multifunctional and comfortable as possible. While this inward focus on comfort will likely continue, consumers are also yearning for ways to move beyond their homes and get back into the wider world. **How can marketers alleviate this tension?**

Searches for **simple house design** ¹
+200% YOY

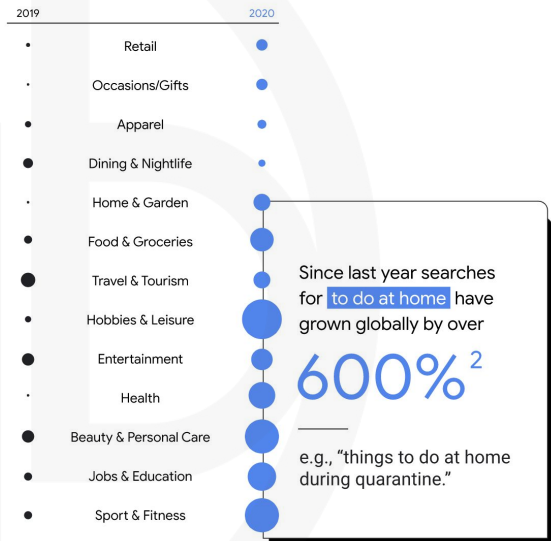
virtual tour ²
+500% YOY
e.g., "musee d'orsay virtual tour"

Watch time in U.S. for YouTube videos with **home activities** in the title. ³
+120% YOY



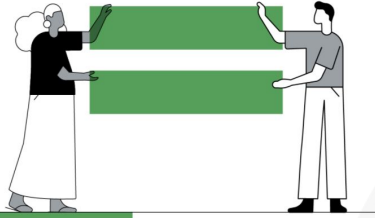
Optimizing my home space has **helped me feel happy and safe in my home.** I feel serene and hopeful, strong mentally."

Across multiple categories, searches with **at home** have grown 10x compared to the previous year.¹



5

Acting on allyship



In many parts of the world, the pandemic coincided with major social upheaval and the intensifying of movements like Black Lives Matter in the U.S. A need for change has arisen. [According to Forrester](#), 68% of Americans say that a company's social-responsibility reputation influences their purchasing decisions. **This awareness is not going away and will likely influence brand choices moving forward.**

Searches for

can I help ¹
+70% YOY

inclusion ²
+100% YOY

“

I'd like more authentic and holistic approaches from the brands as well as more transparency! This would really make a difference if we were **to have an understanding of the complex environment we live in and how our consumption impacts the world!**”

— SYLVIE, FRANCE ³

Changes to Capitalize On

Intentional Feedback Loops

Listen Carefully

1. Read your reviews and answer them.
2. Complete surveys, focus groups, interviews, or polls to engage your audiences.
3. Create a structured system for requesting and receiving feedback.

Consider incentivizing the feedback process.
(Exception: never incentivize people to write reviews.)

Pay Attention to the Data

Tracking Matters

1. Set a specific time every month/quarter to record and review Insights and Analytics.
2. What kind of content has performed the best? What channels are getting results?
3. Do more of what works. Adjust your strategy based on what you learn.

Connect data to your objectives and set goals.



Website Tracking

Learn more about [Google Analytics](#).

- Website traffic by channel
- Page engagement
- Geographic location and devices

Learn more about [Google Search Console](#).

- Average rankings on Google
- Keyword terms
- Security issues and crawl and indexing errors



Social Media Insights & Analytics

Take a look at your current tracking data to see what people are relating to most.

- ★ **Reach/Impressions** - people who see your content
- ★ **Engagement/Engagement Rate** - likes, comments, shares, retweets, hearts, etc. - reach divided by engagement equals the engagement rate
- ★ **Posts/content performance** - content engagement and reach
- ★ **Network growth** - new likes, followers, fans, pins, etc.
- ★ **Website traffic/conversions** - website visitors and conversions from social networks (requires Google Analytics)



Email Stats

How do you gauge success in email marketing?

- CTR - click through rate
- Open rates
- Subscribers and Unsubscribes
- Conversions (this can be tracked on your website using Google Analytics Goals)



71%

of people said their personal income had or would be impacted by the coronavirus.

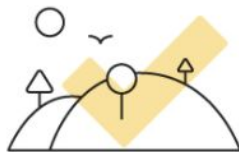
Think with Google

Source: Kantar Research, Global (CA, FR, DE, IT, JP, U.K., U.S.), March 19, 2020–March 21, 2020.





Keeping it
local



The great
outdoors



Return of
the road trip

Think with Google





Catch up to customer expectations



Humanize experiences with personalization



Rethink “time spent” metrics



Consumer habits saw tectonic shifts



Events went virtual



Work went home



Online shopping became the norm

Think with Google



A 0.1-second improvement of mobile site speed
increases conversion rates by



8.4%

for retail sites



10.1%

for travel sites

Think with Google



Make People the Top Priority

Build Relationships

1. Reconnect with past customers, clients, or donors.
2. Revisit and reach out to previous leads and opportunities that did not come to fruition.
3. Use the customer journey and experience to guide your marketing decisions.

Ask for what you want and need. Be direct and up front. Remember, even a transaction is a give and take process.

Authenticity Matters

Be Real

1. People want the 360° view of brands and the products and services they offer, not a one dimensional image.
2. Don't be afraid to tell the whole story.
3. Be 100% transparent and truthful about the benefits and value of your services and products. No gimmicks and manipulation please!



“Even when you are marketing to your entire audience or customer base, you are still simply speaking to a single human at any given time.”

- Ann Handley

[Head of Content at MarketingProfs](#)

Reinvent and Redefine Success



Adapt and Innovate



sunnypointcafe • Follow
Sunny Point Café

sunnypointcafe Thank you @stuhelmsfoodfan and @air_asheville for super cute graphics to remind us all to wear masks. Come pick up and picnic with us. All orders are still to go, but we have picnic tables near the cafe and in the garden where you can enjoy your meal. Yes, you can even get a mega mossa, Bloody Mary, or can of beer. ID required. Evenings are especially lovely in our picnic areas. We're open Wednesday-Saturday 9am-8pm, Sunday-Tuesday 9am-2pm. #sunnypointcafe #pickupandpicnic #fonthaywood #westasheville #outdoorinding

171 likes
JULY 16

Add a comment... Post

Bouchon Asheville
July 8 · 🌐

Say hello to our little friends- we have 3 medical-grade air purifiers in our restaurant to help keep the air clean! We are investing a lot to make sure our staff and customers stay safe and healthy.
#airpurifier #ashevillerestaurant #avleats #828isgreat #wnc



Chris Cavanaugh and 142 others
5 Comments 5 Shares

Vinnie's Neighborhood Italian is at Vinnie's Neighborhood Italian.
December 30, 2020 at 9:42 AM · Asheville · 🌐

Only 2 days left to get your Golden Envelope! Be sure to request with all to go orders and don't forget to bring back in January for your free gift!!!



7
1 Comment 1 Share



Adapt and Innovate

The Village Potters Collective - Asheville, NC

Owner Sarah Wells Rolland started a pandemic fundraising initiative called Vessels of Hope, which involved making and selling an incredible 500 pieces to committed buyers. Rolland recently opened the second chapter of the project.

Supporters can pre-order vessels from each artist, and each will be creating vessels in their own style.

There are weekly online demonstrations from participating potters on Facebook and Instagram, where they artists “sow the seeds of hope” as they share their thoughts and processes.

"Vessels of Hope: Chapter Two" Fundraiser

Home / "Vessels of Hope: Chapter Two" Fundraiser

Vessels of Hope

Showing all 6 results

Default sorting



"Vessels Of Hope: Chapter Two" – Christine Henry

\$75.00

Add to cart



"Vessels Of Hope: Chapter Two" – Judi Harwood

\$85.00

Add to cart



"Vessels Of Hope: Chapter Two" – Julia Mann

\$75.00

Add to cart





Adapt and Innovate

Tryon Theater - Tryon, NC

The theater is closed indefinitely.

On Friday and Saturday evenings from 6:00 - 7:00 pm the owners open up a stand out front and sell popcorn.

They also get to spend time with their customers and make connections.

[Tryon Film Festival](#) is virtual and working in partnership with the theater and the community.

CORONAVIRUS UPDATE

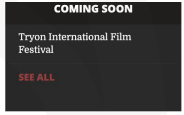
Dear Tryon Theatre Patrons, Friends and Cinema Website Surfers:

Well, now it's September ...

Only a couple days left in our Summer of our Discontent and still no idea when we will re-open the Tryon Theatre. When the State of NC eventually declares that movie theatres - assuming herculean cleaning efforts, reserved socially-distant seating schemes and reduced seating capacities - are ready to be re-opened ... I guess we'll start to think about it. But until then, who knows?

So, for now, put on a mask and stop by on Friday and Saturday evenings from 6:00 - 7:00pm to say hello and get your weekend popcorn fix.

Hope to see you and some movies real soon,
Gayle & Scott





Adapt and Innovate

Studio Zahiya Online - Asheville, NC

This well known dance school in town has gone completely virtual.

Owner, Lisa Zahiya, is now combining dance and life coaching into one amazing online experience.

This brand is becoming a lifestyle brand not just a dance school.





Adapt and Innovate

Asheville Independent Restaurants - Asheville, NC

AIR has supported local, independent restaurants since 2003. In the wake of the COVID-19 crisis, their team quickly put together a new website

foodinasheville.com that tourists and locals could use to get up to date information on dining options.



The Asheville Independent Restaurant Association (AIR) is a group of independently owned restaurants that serve the flourishing food scene of Asheville, NC. As one of the largest organizations of independent restaurants in the country, AIR is dedicated to keeping Asheville's food scene eclectic, authentic and flavorful.

Please click below to view current Takeout/Delivery and Dine In options for Asheville's Independent Restaurants. These lists are constantly changing and being updated so make sure to check back for what's new. If you are a restaurant owner and need to update or add your restaurant, please email Jane Anderson at execdir@airasheville.org



Adapt and Innovate

Asheville Art Museum - Asheville, NC

Created the Museum from Home website section and began offering at home experiences.

Launched new content series to tell their story and the story of their staff and the artists.

Created online experiences for families.

Leveraged social media.



Museum From Home



We invite you to explore the different ways we can bring the Museum experience to you!

ENGAGE WITH THE MUSEUM FROM HOME

- Explore the **Collection** and **exhibitions** virtually on our website.
- Get to know our staff and volunteers, take deeper dives into artwork with our **Works of the Week**, and more on the **Museum blog**.
- Catch up on past virtual programs, check out artist interviews, and learn about the history of Pack Square on our **YouTube channel**.
- **Play 'I Spy'** with your kids using artwork from our Collection.
- **Color our Collection** (kids and adults) with downloadable coloring sheets and note cards.
- Follow us on social media on **Twitter**, **Instagram**, and **Facebook**.

Check back often for new content that provides inspiration, calm, comfort, and yes, even some fun during this unprecedented time.

How to Take Action

- ★ How have others in your industry adapted?
- ★ What needs are still not being met in your community?
- ★ How have your customers/clients/donors lives changed? What challenges are they facing? Where do they find their joy?
- ★ What are the craziest, weirdest ideas you can come up with?
- ★ Who can you work with to create new experiences? Who are your partners?

QUESTIONS?



“You do amazing things.
More people should know.”

Resources

[Think with Google - What We've Learned During COVID](#)

[Think with Google - Consumer Trends for 2021](#)

Tourism Behaviors in 2020

[Think with Google - Summer Travel Trends](#)

[Think with Google - Pandemic Consumer Behavior](#)

[Think with Google - Travel Trends in 2020](#)

[New York Times](#)

SPECIAL OFFER - On Demand Workshop:

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Get ½ off for attending today with the code **Rebound50**.

Free Learning Opportunities:

- ★ Free Monthly Webinar: The first Wednesday of every month!
- ★ Free Digital Marketing Toolkit

Online Courses:

Find out more about the Content Strategy Roadmap.

Welcome



People do not buy goods and services. They buy relations, stories, and magic.

~ *Seth Godin*

Thank you!

Sarah Benoit
Lead Instructor & Co-founder of JB Media
Institute-President of Creative Original, Inc.
(828) 242-0277

sarah@jbmediagroupllc.com

www.JBMediaInstitute.com

www.AshevilleWebDesign.net

Connect with me on social media!

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