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THIS REMOTE & VIRTUAL WORLD WE ARE LIVING IN



Ten months of social distancing, states and companies continue to shut down offices or limit face-to-face contact. Trade shows trying to salvage revenue anyway they can with “virtual” trade shows. Nothing beats meeting a new customer face-to-face at a trade show booth counter. Based on the latest vaccine information and the % of people willing to try it out of the starting blocks, we could be looking at this scenario for another 6-8 months. A recent Mind-the-Engineer study by AspenCore, shows that even after things settle down with the virus that only 23% of engineers are being required to work from their offices during post-pandemic era. So this means we’re going to have come to grips with a degree of remote selling even after things settle down.

Remote meeting platforms like Teams and Zoom along with webinars have seen a dramatic rise in use and application as companies struggle to get in front of their intended audiences. But what do you present during these meetings and webinars? And, not everyone can afford to present or directly host webinars. We must understand the preferred information sources. According to the AspenCore study, these are the top 4 preferred information modes utilized to learn about new products:

1. Manufacturer Websites
2. Email newsletters
3. Webinars
4. Online videos and tutorials

#4 is where you can make a difference. Links to online videos and voiceover PowerPoint movies (tutorials) can be used in your newsletters to customers. These do not have to cost a lot to produce. The videos are mainly 1-minute in length and can very effectively communicate a new product or capability. The tutorials are usually 7-10 screens in length and can dive deeper into details.

Remote selling is going to be with us a while longer. Adopting some of these tools that support remote selling can make the difference for you in 2021. Strategic X Marketing is here to help you develop these preferred information sources and reach your target audiences.