



Connect. Influence. Optimize.

www.ecianow.org

LECTRIX[®]

Problem First. Product Last.

www.lectrixgroup.com

What's Next for Marketing as the Pandemic Ends and Uncertainty Nears?

Wednesday, November 30, 2022

Introducing Today's Lectrix Speakers



Jordan Woo
Director, SEO



Whitney Fenzel
Director, Digital Marketing

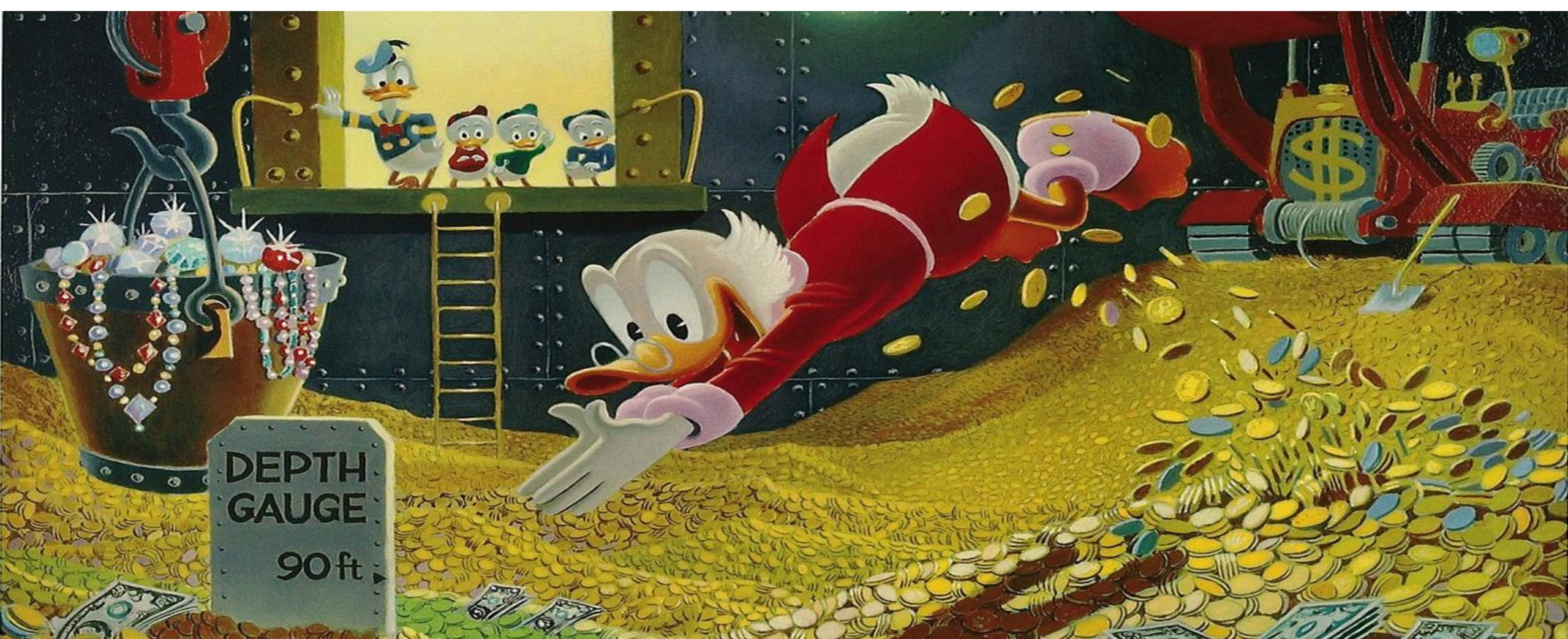


Graham Kilshaw
CEO



Geoffrey Forman
VP, Marketing

Sales Challenges and Opportunities During the Pandemic

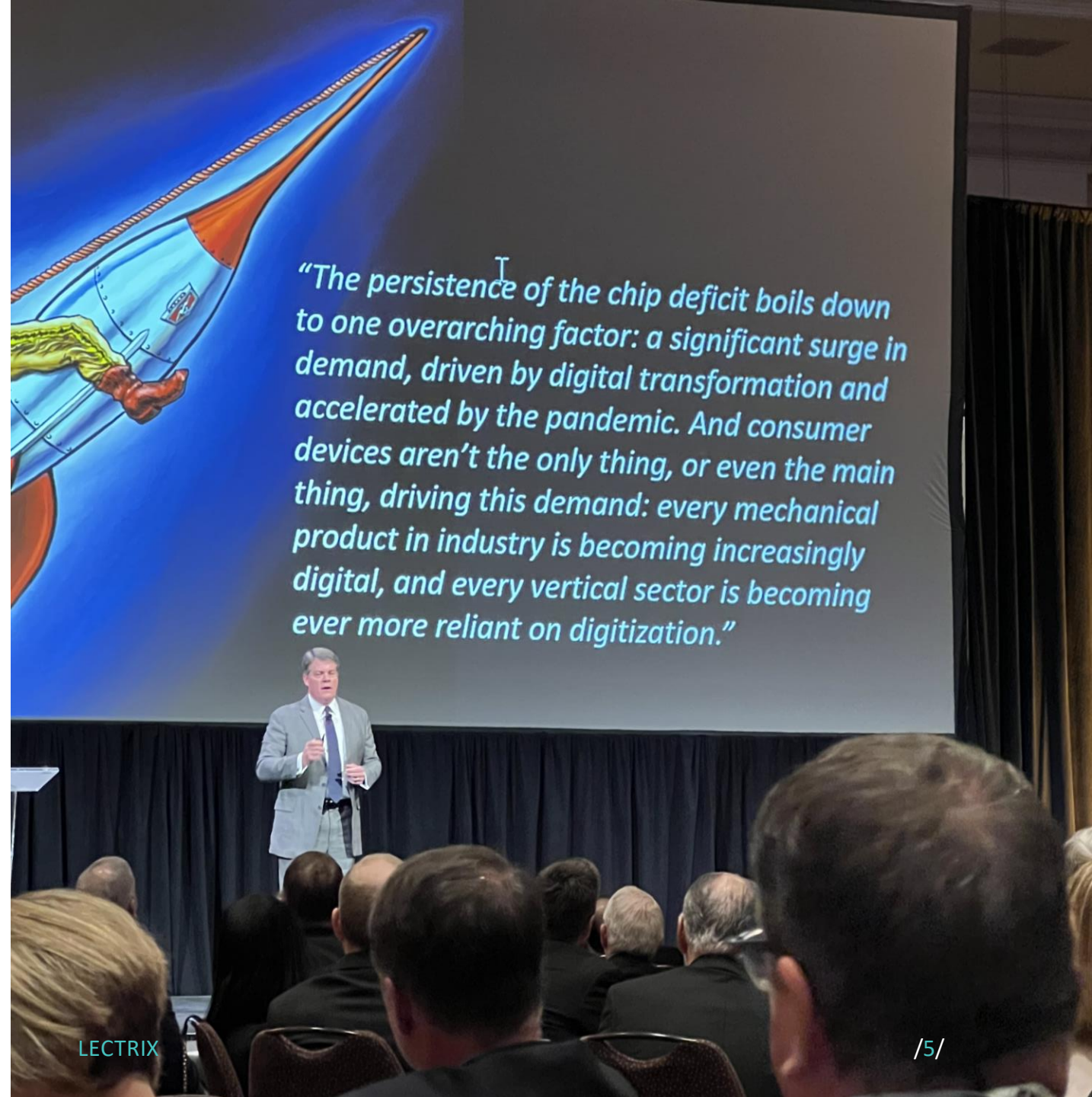


Sales Challenges and Opportunities Post-Pandemic?

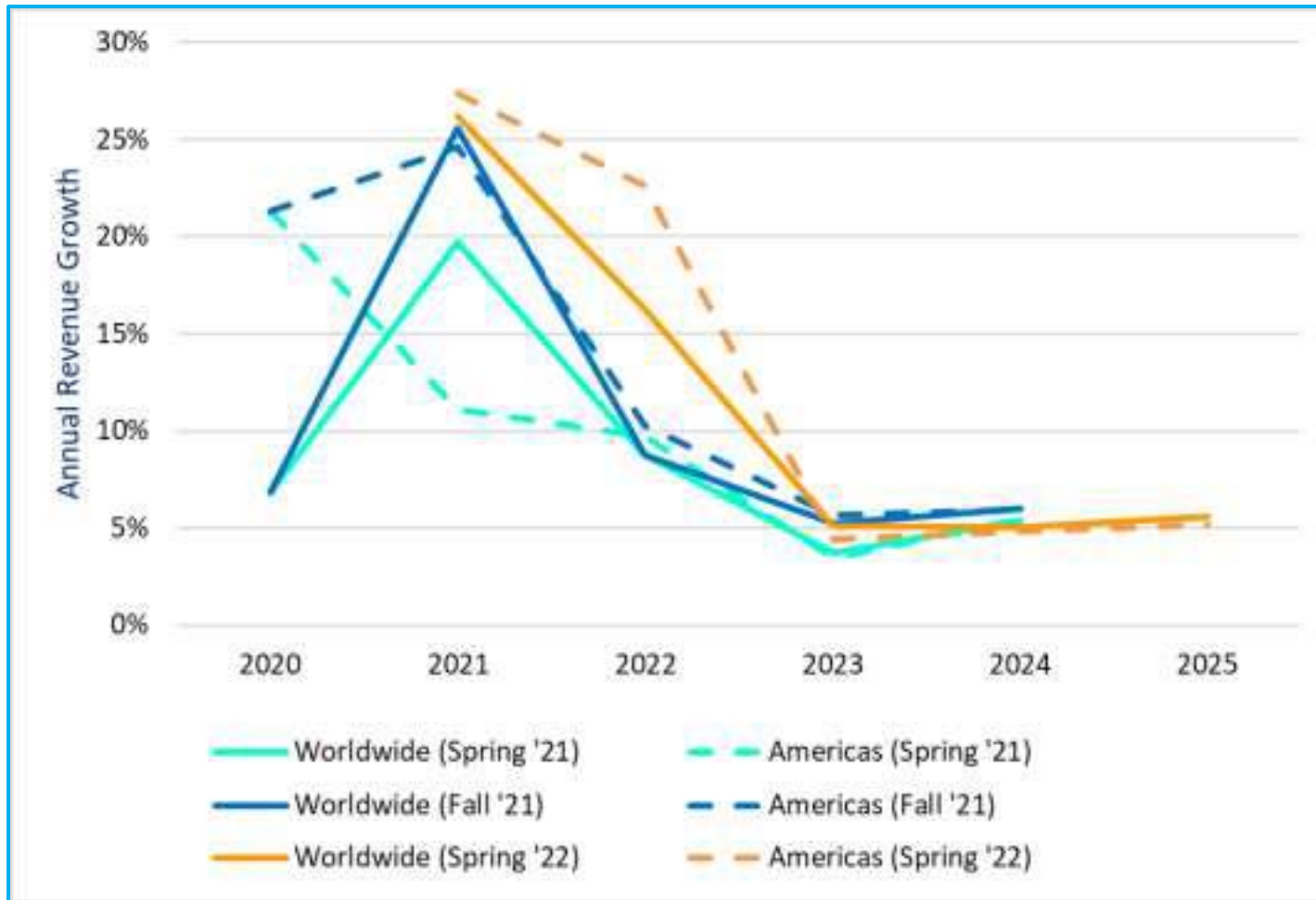


To Recede or Not to Recede? That is the Question!

Picture Courtesy of Michael Knight,
TTI Executive Briefing,
EDS 2022
Quoted from Wall Street Journal,
January 28, 2022



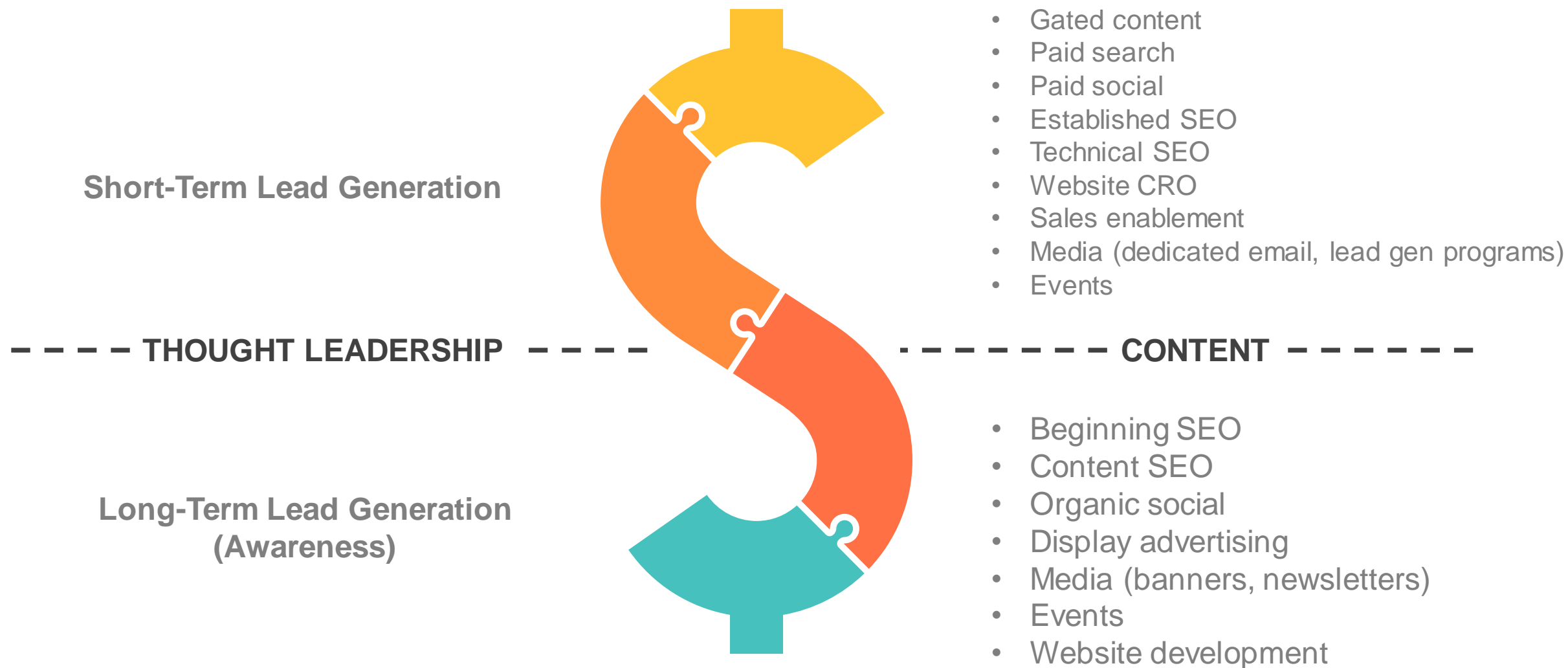
WSTS Semiconductor Forecasts



Observations:

- Forecast built up category-by-category with experienced analysts from all regions
- Typical semiconductor cycle pattern
- Memory IC drives Americas dramatic swing
- It appears the forecast has a more near-term focus
- Clear expectation for solid 2022 downturn
- Long-term forecasts gravitate to 5%

Putting Your Budget Where it Matters Most



The Hyundai Experience

- The Great Recession
- 2008 revenues up 5%
- 2009 January sales up 14%
- 2009 US auto market down 37%
- “Lose your job? Give the car back. No questions asked”
- 10 year/100k warranty
- Psychological affirmation
- Empathy

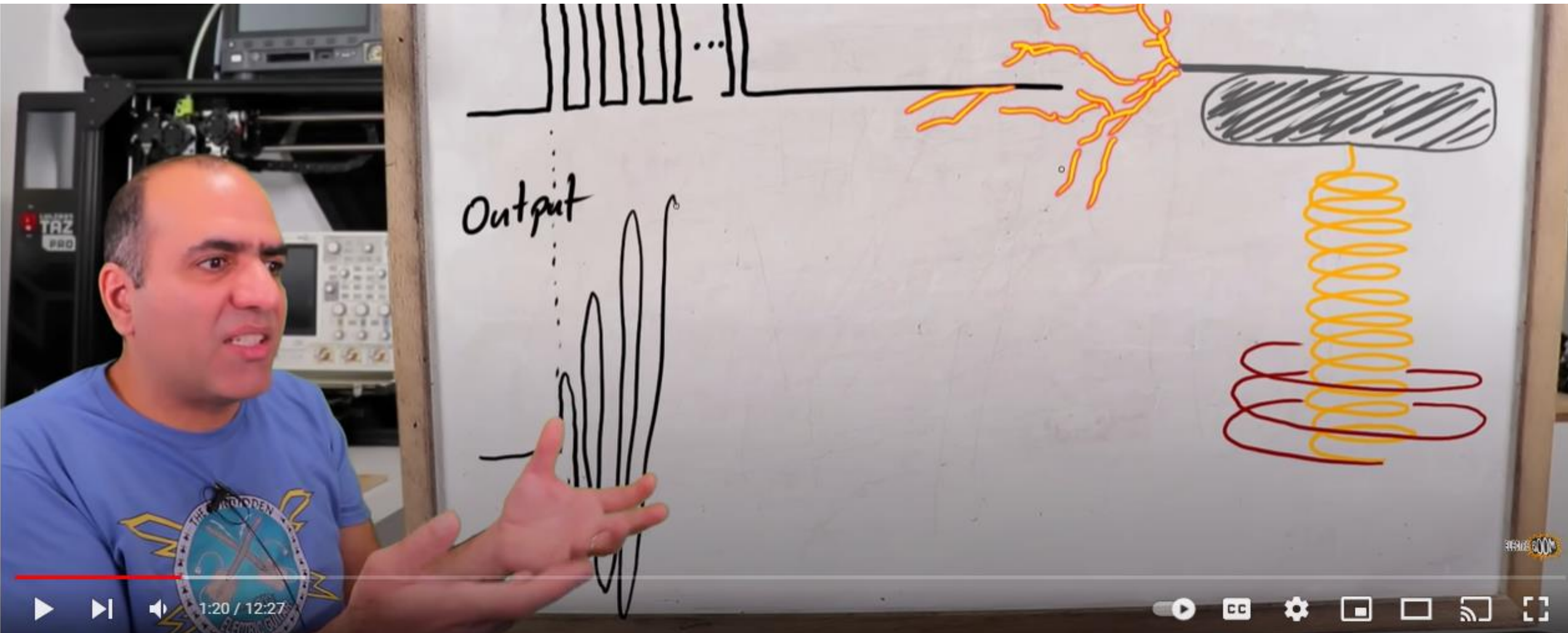
12/2/2022



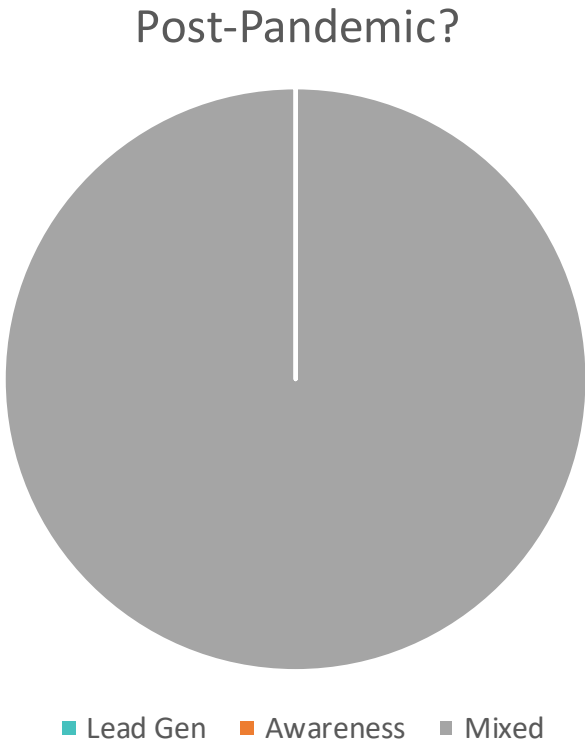
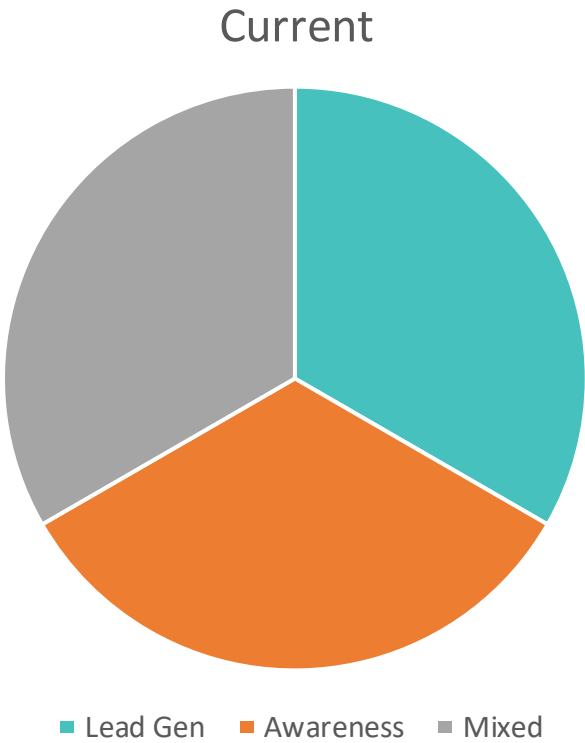
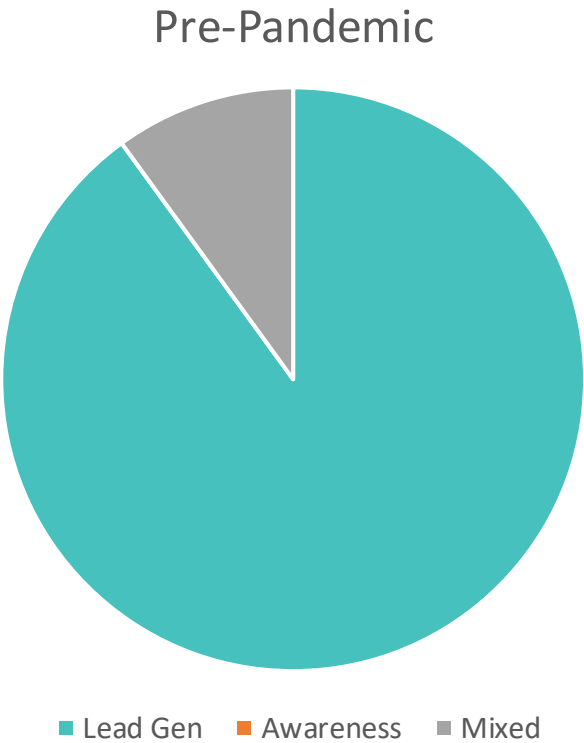
Drive Around the Mountain or Build the Tunnel?



The Rise of Educational Media



Breakdown of Lectrix Clientele by Primary Goal



Thank You! Questions?



Jordan Woo
Director, SEO
jordan@lectrixgroup.com



Whitney Fenzel
Director, Digital Marketing
whitney@lectrixgroup.com



Graham Kilshaw
CEO
graham@lectrixgroup.com



Geoffrey Forman
VP, Marketing
geoff@lectrixgroup.com