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

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www.ecianow.org

Introducing Today's Lectrix Speakers



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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

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"The persistence of the chip deficit boils down to one overarching factor: a significant surge in demand, driven by digital transformation and accelerated by the pandemic. And consumer devices aren't the only thing, or even the main thing, driving this demand: every mechanical product in industry is becoming increasingly digital, and every vertical sector is becoming ever more reliant on digitization."

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WSTS Semiconductor Forecasts



NFERENCE

Source: WSTS

Observations:

- Forecast built up category-by-٠ 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 ٠ downturn
- Long-term forecasts gravitate to 5% ۲



Putting Your Budget Where it Matters Most



- Gated content
- Paid search
- Paid social
- Established SEO
- Technical SEO
- Website CRO
- Sales enablement
- Media (dedicated email, lead gen programs)
- Events

- CONTENT - - - - - -

- Beginning SEO
- Content SEO
- Organic social
- Display advertising
- Media (banners, newsletters)
- Events
- Website development

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



Drive Around the Mountain or Build the Tunnel?



The Rise of Educational Media



Breakdown of Lectrix Clientele by Primary Goal



Thank You! Questions?





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