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

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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!

"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."

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%

Source: WSTS
Putting Your Budget Where it Matters Most

Short-Term Lead Generation

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

Long-Term Lead Generation (Awareness)

- 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

Pre-Pandemic

Current

Post-Pandemic?
Thank You! Questions?

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