

August 28th, 2020 - The Friday Surge: Marketing Responses to Shock, Step-change, and Speed-up



The Friday Surge

Hi there! I'm [Joy Levin](#). You are receiving this email because you opted in to receive information from me. The Friday Surge is a bi-weekly newsletter with tips, information, and tools for marketers, especially as they pertain to research, data, insights, and general marketing trends. Thanks for reading!

*Note: If this newsletter was forwarded to you by a friend or a colleague, you can [subscribe here](#) to get your own copy in the future.

In this issue:

Trends in beauty product sales

Advice for small businesses

Using Google Trends to identify your next move

The survey says...

Sales of beauty products have slowed down during the pandemic, but research conducted by [Butterly](#) and [ChickAdvisor](#) indicates that businesses in this sector can still take advantage of consumer needs:

- **Skincare is a priority.** Nearly four in ten (38%) are spending the most on skincare products, with haircare in second place (24%) and makeup in third (15%).
- **Product trial offers marketers an opportunity.** Nearly half of survey respondents (47%) report that they are still trying new products. In addition, 41% are open to trying a new product although they have not done so yet.
- **Beauty brands should commit to an online presence.** While 54% are buying the majority of their makeup in-store, 89% say they consult online reviews prior to making a purchase. .

[Click here to view more results](#)

Small Businesses

[Research conducted by VISA](#) has resulted in some insights to guide small businesses in navigating the world of consumer purchasing during the pandemic.

For example, contactless payments are a must. Not only do 63% of consumers say they would switch to a business that installed contactless payment options, but nearly half (48%) would not shop at a store that only offered payment methods requiring some type of contact (e.g., cashier, shared card reader).

Additionally, small businesses are concerned about the future, but many are adapting to shifting dynamics. The greatest area of concern for small businesses is not having the same revenue as they did before COVID-19 (52%), although a proportion nearly as large (46%) are concerned about attracting new customers. Consequently, more than two-thirds (67%) have experimented with new approaches, such as social media advertising (28%), ecommerce (27%), accepting contactless payments (20%) and offering home delivery (20%). .

Marketing Strategy Changes

Earlier in the pandemic, Forbes published an [article](#) referencing three types of Google search patterns - shock, step-change, and speed up. These patterns can be generalized to overall market dynamics; marketers can use search patterns to identify what types of changes are going on within their industries and for their target audiences, to strategically adapt to the environment of today and of the future.

Shock - These are sudden changes in behavior that are unlikely to sustain. Think about a line that is consistent over time, which quickly jumps or declines, but then levels off.

Step-change - Sudden changes that may be sustained over time. These are lines that show consistent changes in a given direction over a longer period.

Speed-up - Accelerations of existing behavior that may be sustained into the future. These are lines that show changes that have occurred in the past that are increasing in intensity.

Action -> Use [Google Trends](#) to examine how searches for keywords relevant to your industry are trending so that you can formulate a strategy that positions you for both near and long-term changes. Google also has a [playbook](#) to assist in determining your next steps.

Quotable

"Marketing's job is never done. It's about perpetual motion. We must continue to innovate every day." - Beth Comstock, GE

[Unsubscribe](#) | [Update your profile](#) | 6 SNOWBERRY CT, OLNEY, MD 20832-1545