

## March 27, 2020 - The Friday Surge: Walk away from trouble if you can.



### 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 weekly newsletter with tips, information, and tools for marketers, especially as they pertain to research, data, insights, and general marketing trends. I also try to make it fun and interactive. 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.

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And the winner is...

Here are more humorous COVID-19 related-things I have come across this week:

- For anyone [navigating virtual meetings](#) (from @marketoonist), and [here](#) (from @ActionRocket), and [here](#) (from @hpmendoza).
- Most of [this](#) is really enjoyable, but you have to watch until the very last second to get the humor (the whole video is less than a minute).

In last week's newsletter, I had asked respondents to choose the funniest item, out of five possible choices that I had found on the internet. [Here's](#) the winner.

If you see anything good, please feel free to let me know at [joy.levin@alliumresearch.com](mailto:joy.levin@alliumresearch.com) and I will include it in a future issue!

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The survey says...

Last week, I had the opportunity to observe a study in real-time, conducted by [Remesh.ai](#), of consumers responding to questions about brands and how they are currently advertising. One of the questions posed was:

"What are your thoughts on receiving "regular" brand promotional messaging, mostly when it comes to emails or digital, now that COVID-19 is the primary concern among Americans?"

Below were the possible answers. Please click on one of the responses below which most closely reflects your opinion. Next week I'll provide the results among the readership of this newsletter and how it

your opinion. Next week I'll provide the results among the readership of this newsletter, and how it compares with the consumers who participated in the Remesh.ai survey.

I'm fine with it

I find the "regular" messaging comforting or normal

It feels inappropriate or out of place

I'd be fine with it if it was reframed in the context of COVID-19

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Good things

Even more brands are providing discounts and free things for people - thanks to them for their generosity and civic spirit!!

For consumers:

**Panera** is offering free delivery through the end of March - be sure to use the code FREEDELIVERY when you check out.

**Audible** has made hundreds of its titles free.

If you have purchased something through **Groupon**, the site is extending its voucher extension in many cases.

For businesses:

**Zoho Remotely** is offering their full suite of web and mobile apps free to businesses who are needing to transition to a remote model through July 1, 2020.

**Hootsuite** is providing free access to their Professional Plan until July 1 to connect small businesses and nonprofits with their customers and audiences.

**Microsoft** has upgraded its freemium version of Teams.

**LinkedIn** has made 16 LinkedIn Learning courses available for free that are tailored to those working from home.

If you advertise on **Facebook**, you may be eligible for a cash grant/ad credit program. The total amount in grants the company is giving, to up to 30,000 small businesses, is \$100 Million, Get more info and apply here.

And one more thing for everyone, The **cherry blossoms** are a pride and joy of our nation's capital. Since live viewing has been severely restricted, please enjoy through the #BloomCam. (If you hover at the top of the webcam view, you can see different views as well as a live feed.) Also note that the Bloom Cam often goes dark after sunset, so watch during the day (using Eastern Standard time) to get the best viewing.

Thank you to these companies for doing what they can. If you hear of other brands doing #goodthings, please let me know and I will mention them in an upcoming newsletter.

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A tribute

He was best known as "The Gambler", but [this](#) is my favorite of his compositions.

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Marketing musings

*"The struggle you're in today is developing the strength you need for tomorrow." - Robert Tew*

**Older editions of this newsletter can be found [here](#).**

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