ACTIVATE LIVE

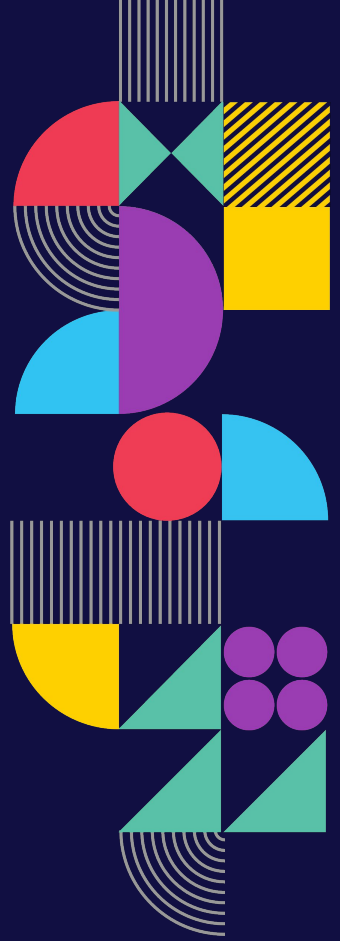
Emergencies, Emails, and Everything in Between: How to Market Your Brand During a Crisis

Sophia Le

Email Marketing Consultant

modulus 7.

What Attending This Talk Says About You



Libny Moo
Karla
Manuel Sarabia
EL HOYO

PUSHERS

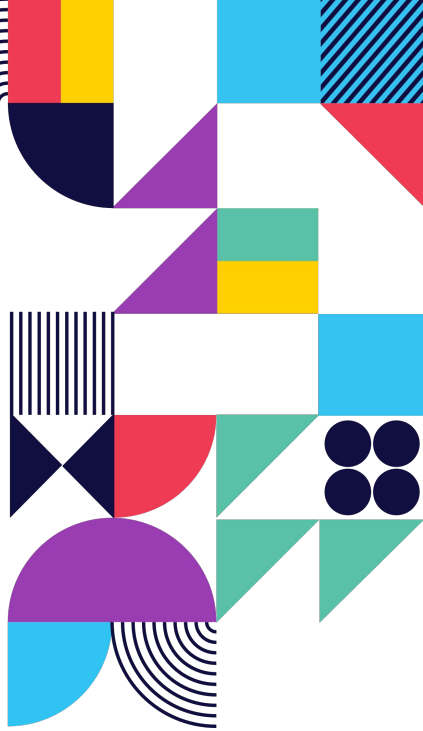
Introducing Sophia Le

Former emergency manager, email marketing consultant

- 9 years studying disasters
- Former emergency management **outreach lead** for the **5th largest city in WA State**
- Deployed to the Oso Mudslide in 2014
- Email consultant to B2B companies like Iterable, Optimizely, and Digital Marketer

Our Agenda

- The power of a Single Overriding Communications Objective (SOCO)
- How five brands are using SOCO (but don't even know it)
- What governments and nonprofits can teach you about cross-channel messaging



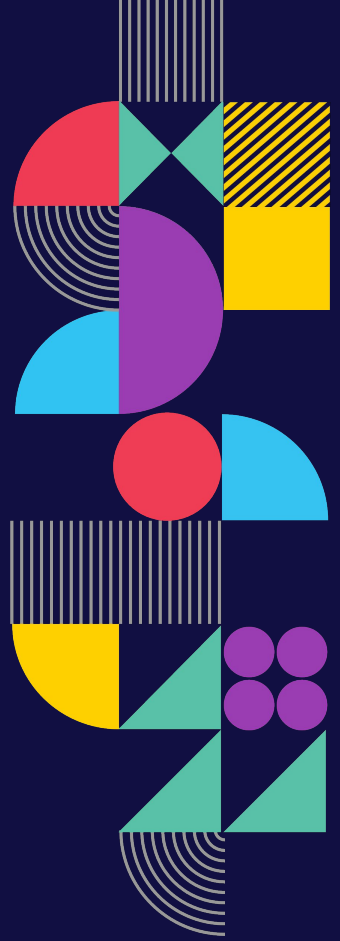
*A crisis is a fluid and dynamic state of affairs containing equal parts **danger** and **opportunity**.*

Stephen Fink

Author, Crisis Management: Planning for the Inevitable

Source:
www.twitter.com/jackbox

The Power of a Single Overriding Communication Objective (SOCO)



5 Questions to Establish Your Single Overriding Communications Objective (SOCO)

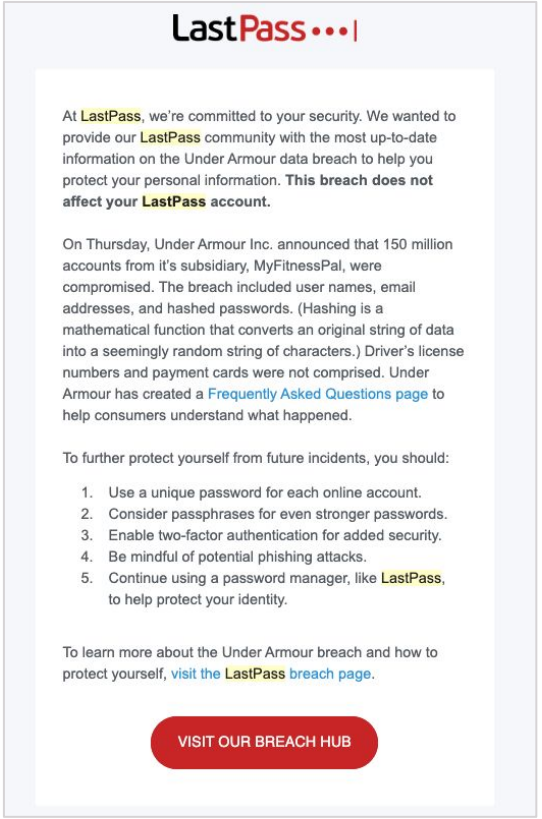
Source: The Centers for Disease Control and Prevention (CDC)

- What is your primary message?
- What do you want recipients to do??
- Which lists or segments need to know about this?
- What facts or data points support this message?
- Who should “send” this email?

1. What is your primary message?

Example: LastPass

- Users **aren't** affected by the UnderArmour data breach
- Questions about password security
- Types of information leaked (plus defining what a hashed password is



LastPass ••• |

At LastPass, we're committed to your security. We wanted to provide our LastPass community with the most up-to-date information on the Under Armour data breach to help you protect your personal information. **This breach does not affect your LastPass account.**

On Thursday, Under Armour Inc. announced that 150 million accounts from it's subsidiary, MyFitnessPal, were compromised. The breach included user names, email addresses, and hashed passwords. (Hashing is a mathematical function that converts an original string of data into a seemingly random string of characters.) Driver's license numbers and payment cards were not comprised. Under Armour has created a Frequently Asked Questions page to help consumers understand what happened.

To further protect yourself from future incidents, you should:

1. Use a unique password for each online account.
2. Consider passphrases for even stronger passwords.
3. Enable two-factor authentication for added security.
4. Be mindful of potential phishing attacks.
5. Continue using a password manager, like LastPass, to help protect your identity.

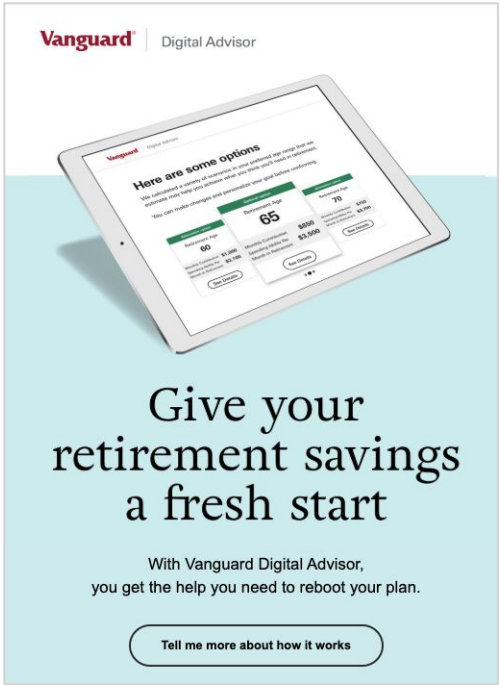
To learn more about the Under Armour breach and how to protect yourself, visit the LastPass breach page.

VISIT OUR BREACH HUB

2. What do you want recipients to do?

Example: Vanguard

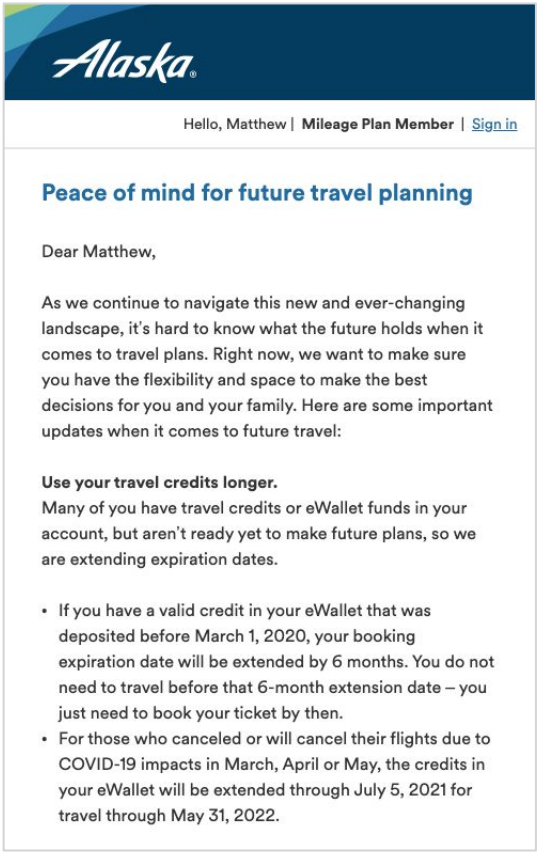
- “Navigating change is a fact of life.”
- Try Vanguard Digital Advisor
- Start with as little as $3,000



3. What lists or segments need to know about this?

Example: Alaska Airlines

- Anyone who currently has travel credits in their account
- Extending expiration dates
- “Flexibility and space to make the best decisions”



Alaska

Hello, Matthew | **Mileage Plan Member** | Sign in

Peace of mind for future travel planning

Dear Matthew,

As we continue to navigate this new and ever-changing landscape, it's hard to know what the future holds when it comes to travel plans. Right now, we want to make sure you have the flexibility and space to make the best decisions for you and your family. Here are some important updates when it comes to future travel:

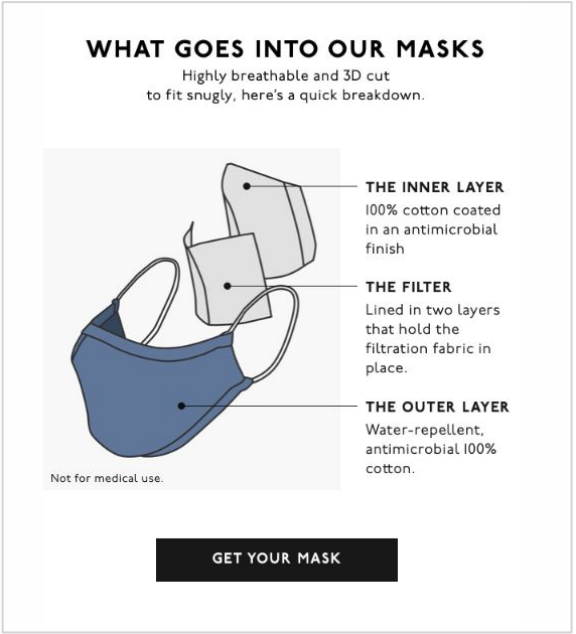
Use your travel credits longer.
Many of you have travel credits or eWallet funds in your account, but aren't ready yet to make future plans, so we are extending expiration dates.

- If you have a valid credit in your eWallet that was deposited before March 1, 2020, your booking expiration date will be extended by 6 months. You do not need to travel before that 6-month extension date – you just need to book your ticket by then.
- For those who canceled or will cancel their flights due to COVID-19 impacts in March, April or May, the credits in your eWallet will be extended through July 5, 2021 for travel through May 31, 2022.

4. What facts or data points support this message?

Example: Madewell

- Non-medical grade face masks
- Materials used to craft the mask
- “Made to wear in places where social distancing can be tricky”



5. Who should “send” this message?

Example: Farm Girl Flowers

- A follow-up note of gratitude
- From the founder herself (Christina)
- “I hope you consider sending a bouquet.”

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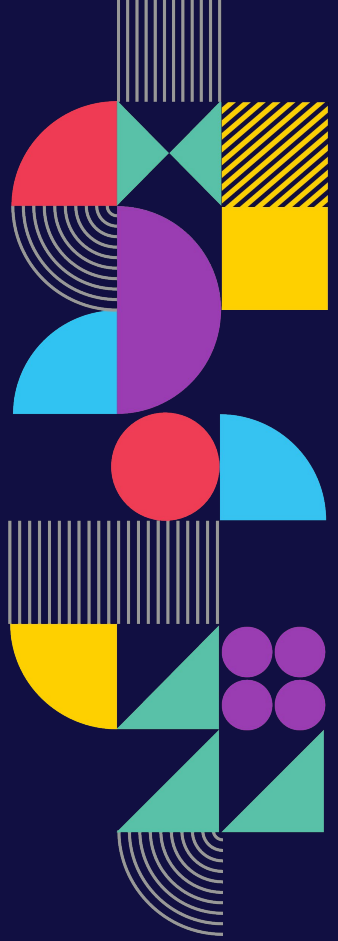
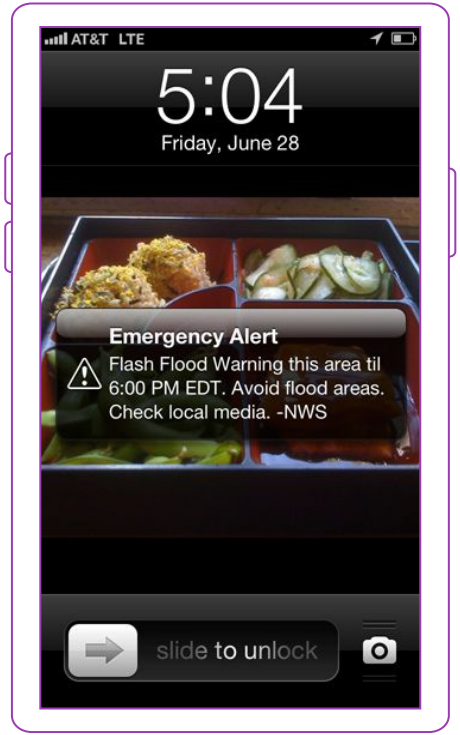
What Governments and Nonprofits Can Teach You About Cross-Channel Messaging



Know Your Character Limits

Example: National Weather Service (NWS)

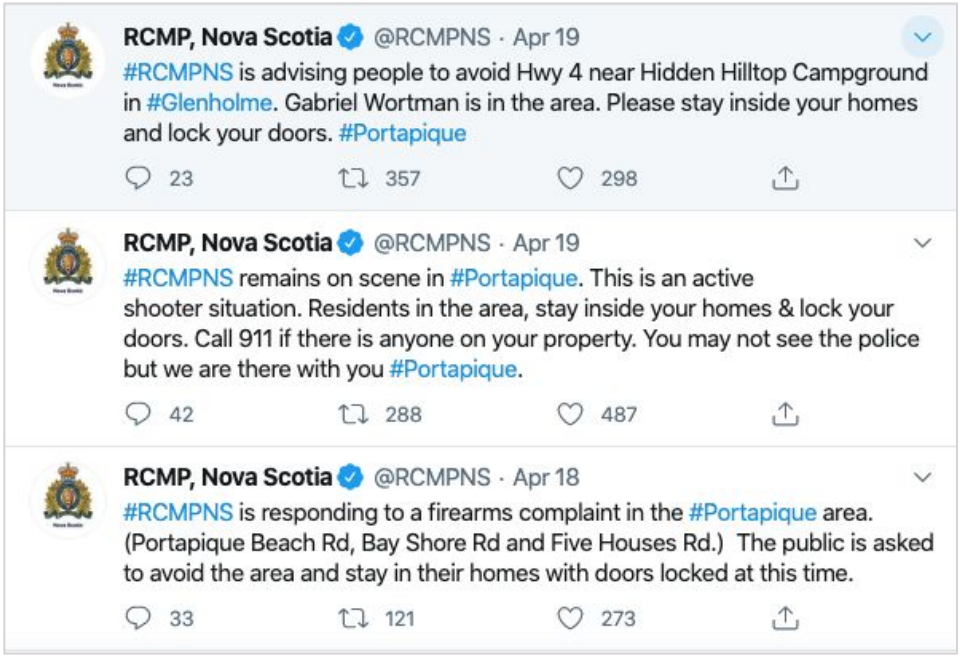
- Keep it short and sweet
- Too long = multiple text messages.



You can always send an update

Example: Royal Canadian Mounted Police, Nova Scotia

- Lots can change in a few minutes
- Quick updates faster than press release



Having a single call-to-action

Example: Spotify COVID-19 Music Relief Fund

- A noteworthy (and on-brand) cause to believe in
- Make it easy for users to decide

What we covered

- The power of a Single Overriding Communications Objective (SOCO)
- How five brands are using SOCO (but don't even know it)
- What governments and nonprofits can teach you about cross-channel messaging

ENJOY OUR
UNBOXING
GUIDE

Any questions?

Stay safe!

Sophia Le
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VATE