



# COVID-19 SURVEY RESULTS

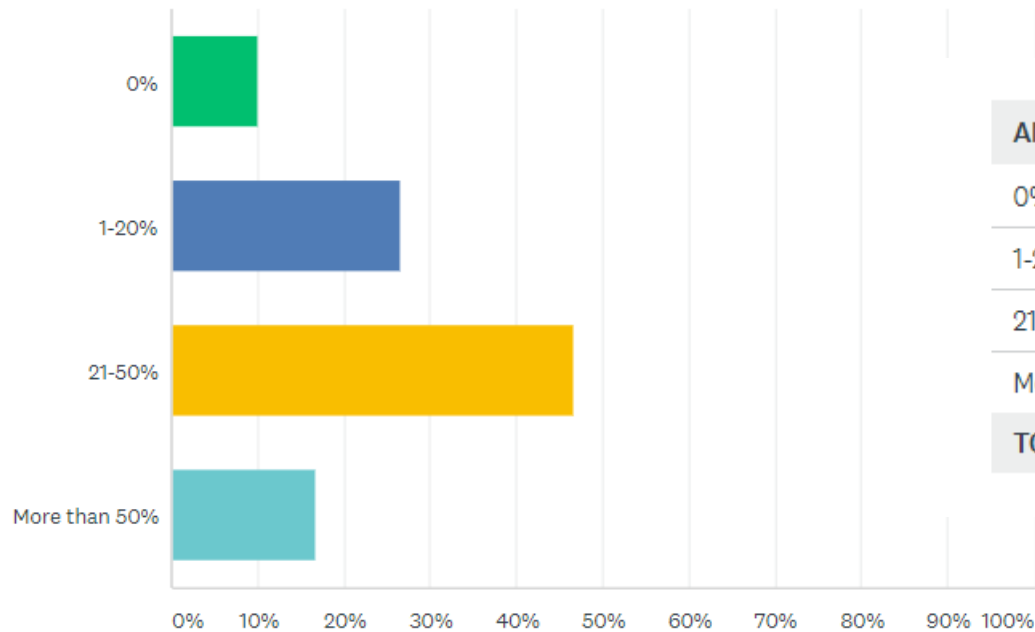
How Has COVID-19 Impacted Your Marketing Plan?

*Prepared By TREW Marketing | 20 April 2020*

# Q1

In your marketing plan prior to the COVID-19 outbreak, how much of your budget was allocated towards trade shows/conferences?

Answered: 30 Skipped: 0

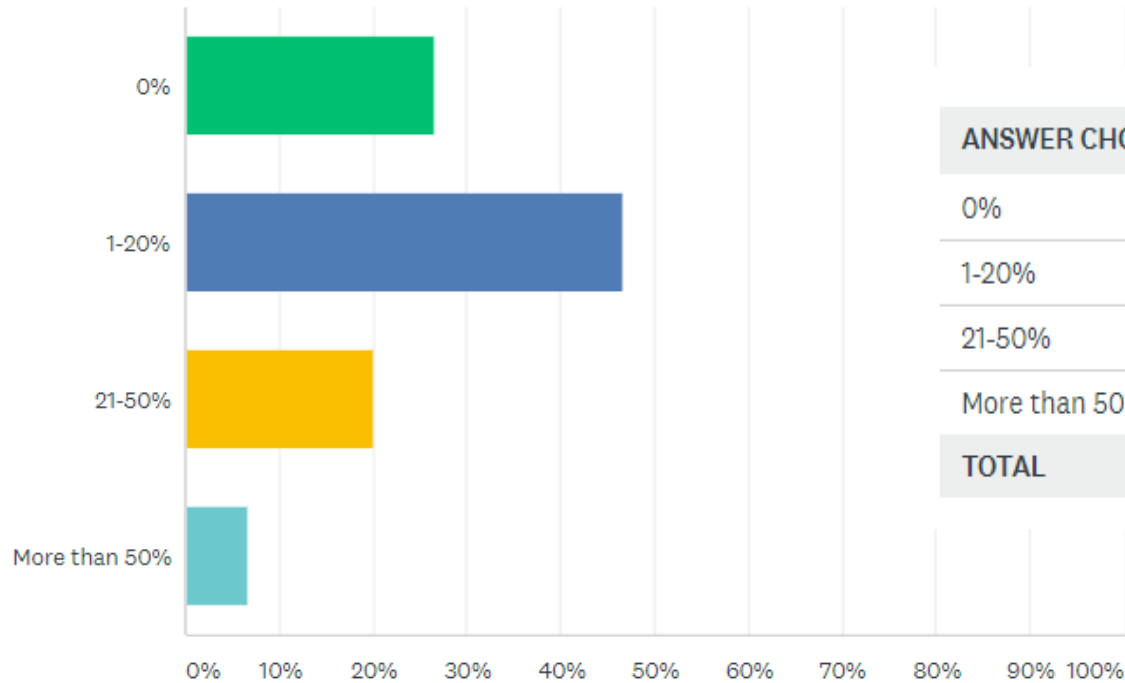


ANSWER CHOICES	RESPONSES
0%	10.00% 3
1-20%	26.67% 8
21-50%	46.67% 14
More than 50%	16.67% 5
<b>TOTAL</b>	<b>30</b>

## Q2

# What is your trade show/conference budget allocation now?

Answered: 30 Skipped: 0

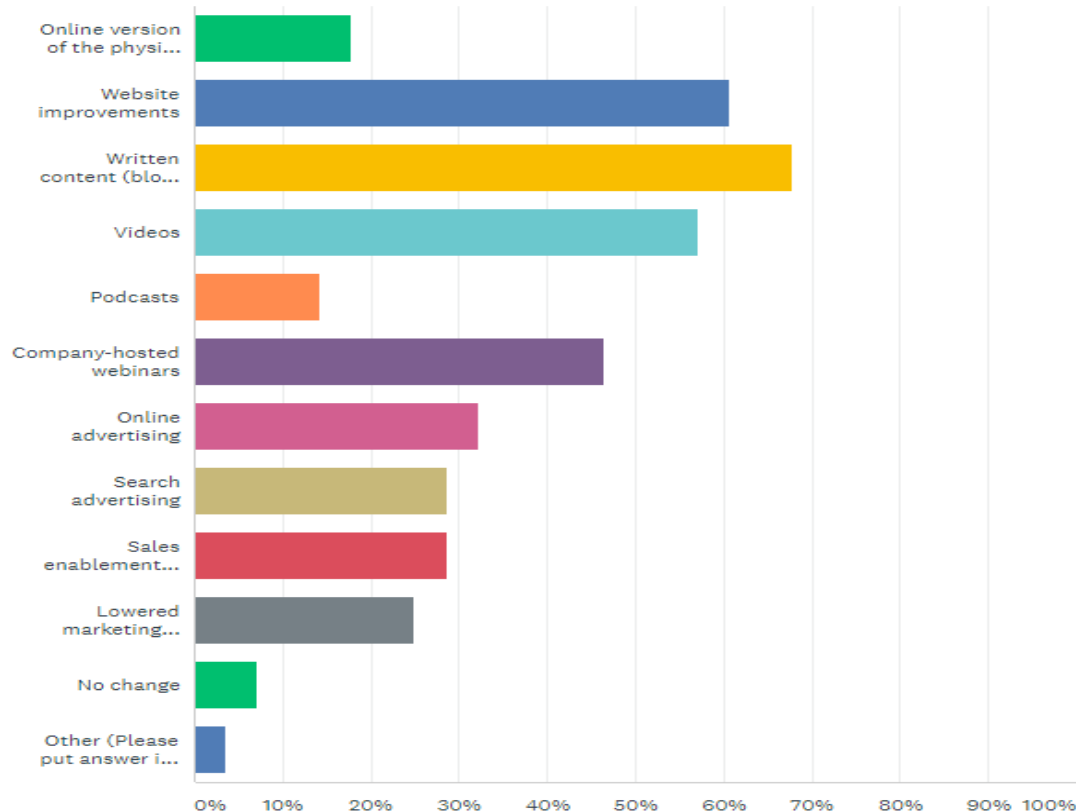


ANSWER CHOICES	RESPONSES
0%	26.67% 8
1-20%	46.67% 14
21-50%	20.00% 6
More than 50%	6.67% 2
<b>TOTAL</b>	<b>30</b>

## Q3

What areas of new or greater investment have you decided to make since the COVID-19 outbreak? Check all that apply.

Answered: 28 Skipped: 2



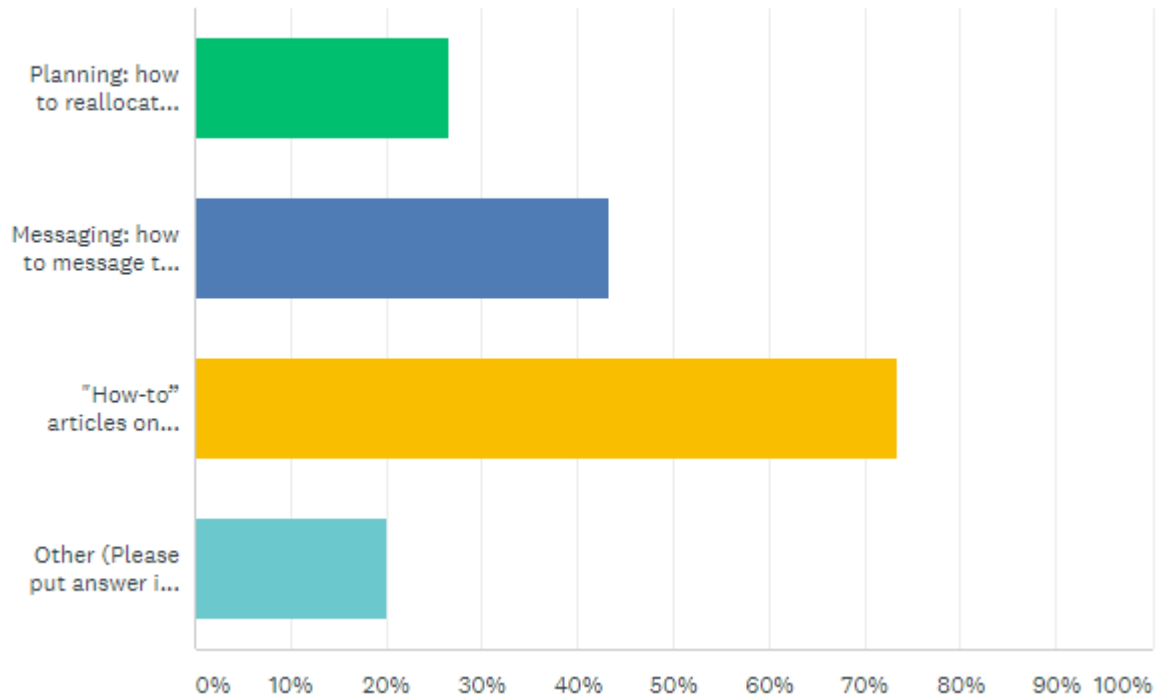
## OTHER RESPONSES

- Sorry - it takes a long time for us to write a marketing plan and since a lot of our business is overseas, different countries have been impacted differently. We just managed to complete a major trade show before lock-down. I think it will impact how we think about next year's marketing plan though.
- We haven't actually changed our budget yet as we are waiting to see how things play out. Many of the conferences for this year are already paid for and are supposed to be rescheduled in some way. That said, I am spending more time on creating content (related and unrelated to the virus). I'm also finding ways outside of marketing that I can support my company as we remain an essential business (providing automation equipment for medical device manufacturers). I'm helping with everything from finding masks for employees to internal communication updates to proposal reviews.

## Q4

What educational topics would help you plan and execute your marketing plan? Check all that apply.

Answered: 30 Skipped: 0



### OTHER RESPONSES

- We have a lot of engineers in our product marketing teams but I'm the only qualified marketer. I love your articles about how to market for engineers. Our company still tends to see features and benefits from the perspective of a production-led, product management company
- ROI for digital/print activities
- One topic that keeps coming up in our discussions is how to market that we are open and operating without it coming off as "ambulance chasing" or ignoring current events
- How to execute successful marketing campaigns when your budget has been cancelled
- Internal Marketing
- None of the above