

# Economic *Resilience* Toolkit

Strategies for effective marketing  
during times of economic turbulence





A combination of reduced consumer spending and tighter marketing budgets requires a strategic approach for continued growth.

This guide will equip you with practical strategies to do more with less and ensure your marketing efforts are yielding a strong ROI even when budgets are squeezed.

# Understanding Economic Resilience

Economic resilience in marketing is a fancy way of referring to your ability to thrive when dollars are stretched thin.

The two key challenges we are going to tackle include:



## Economic Restraint from Consumers

Consumers are prioritizing essential goods and services as their economic confidence levels remain low. Marketers who can successfully highlight the value of their offerings are poised to benefit.

**50%** of consumers feel pessimistic about the economic outlook

**Gen Z** Generation Z (41%)

**Millennials** Generation Y (47%)

**Gen X** Generation X (54%)

**Boomers** Baby Boomers (58%)

*Marigold's 2024 Global Consumer Trends Index*



## Tighter Marketing Budgets

The challenge to do more with less has become ubiquitous, with marketing teams facing particularly steep budget constraints. Marketers are tasked with identifying the highest ROI strategies and channels, with little margin for error.

# Analyzing Consumer Behavior in a Downturn

Generally speaking, consumers are seeking discounts, deals, and products that deliver the best value. But it also goes without saying that consumers aren't a monolith. The degree to which consumers will prioritize financial incentives over, say convenience, will vary. That's why a direct-to-consumer approach is so critical.

**Consider the following to gauge what's most valuable to *your* audience:**



## Surveys and polls

Direct feedback will provide insight into your audience's current needs, preferences, and concerns, allowing you to tailor your marketing messages accordingly.



## Social media listening

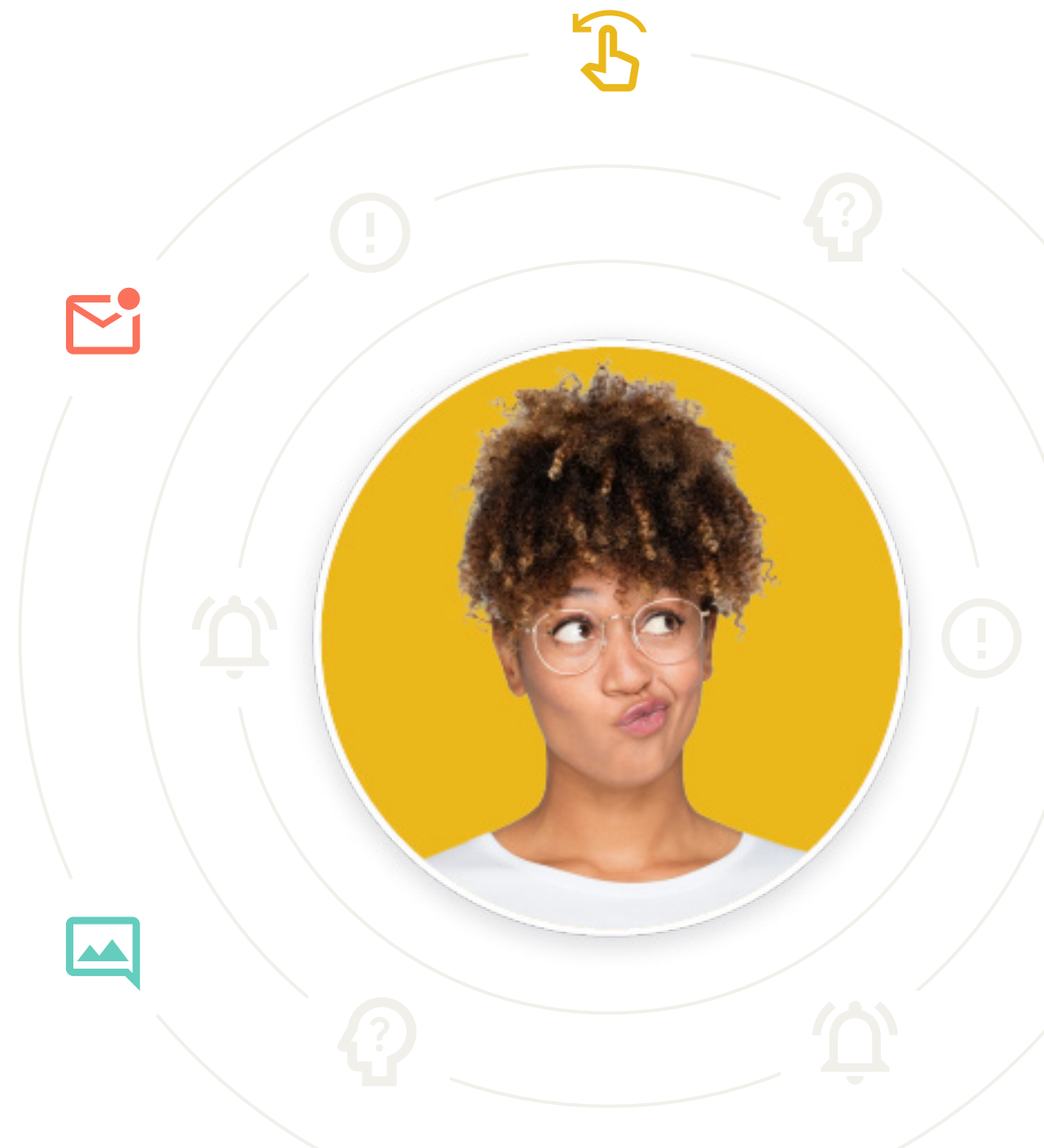
Monitor the conversations being held on your social media channels to understand what's top of mind in your community.



## Sales data analysis

Identify patterns and shifts in purchasing behavior to inform your marketing strategies.

Free Download: [The Art of Creating a Customer Survey](#)

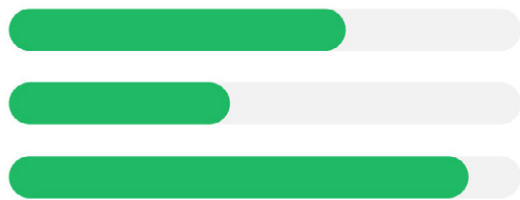
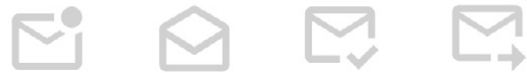


# Optimizing Your Marketing Strategy

With limited resources, prioritizing high-ROI activities is critical.

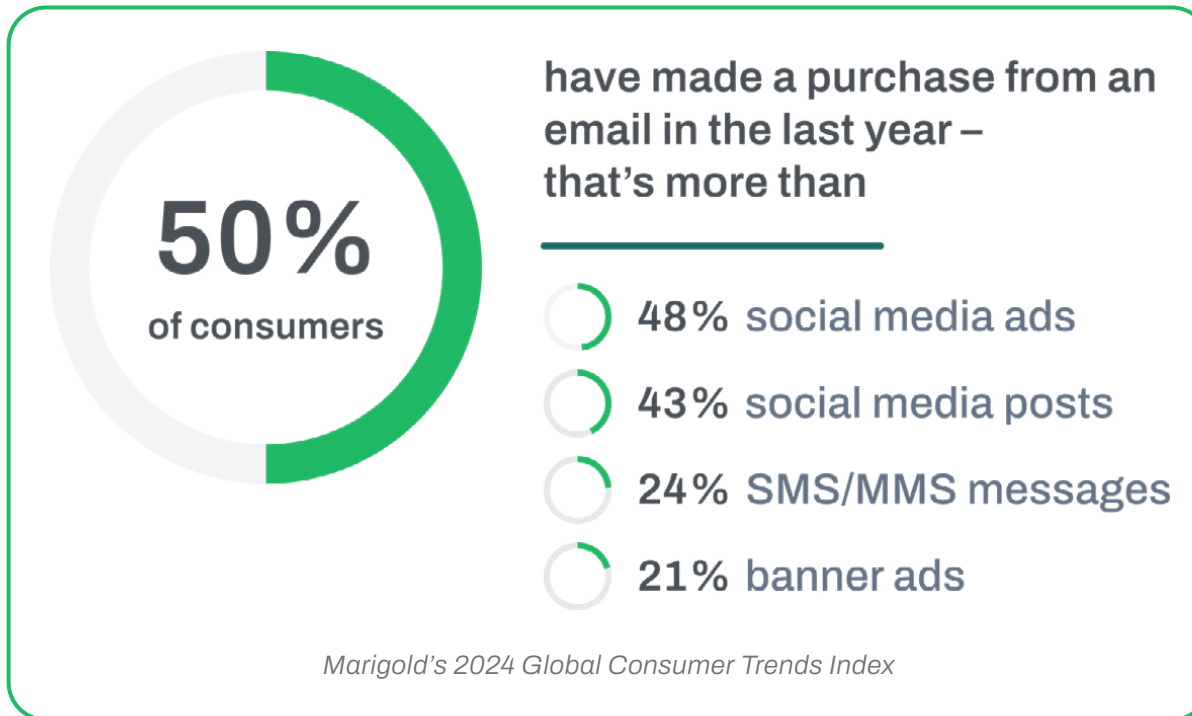


Mia Clark



## Email Marketing

Email marketing remains one of the most efficient and cost-effective ways to reach your audience. Personalize your campaigns to increase engagement, and ensure your messages are relevant, compelling, and targeted to your customers' needs.



## EMAIL MARKETING RESOURCE HUB

- ◆ [Email Design Fundamentals: The Definitive Guide for Writing and Designing Emails that Convert](#)
- ◆ [Quick Read: 7 Tips to Personalize Your Email Campaigns](#)
- ◆ [RFP Guide: 5 Steps for Selecting the Right Email Marketing Platform](#)




### Loyalty Programs

A loyal customer base will help provide more consistent revenue. And a great way to secure that loyalty? A dedicated loyalty program. Reward your repeat customers with points, badges, offers, or exclusive content to drive sustained engagement.

**63%**  
*of consumers*  
will pay more to shop with the brands they're loyal to.

**88%**  
*of consumers*  
say their favorite brand **rewards them for their loyalty.**

**39%**  
*of consumers*  
say they're more likely to **participate in a loyalty program** this year compared to last,  
 **while only (8%) are less likely.**

- LOYALTY RESOURCE HUB**
- ◆ [2024 Consumer Trends Index Loyalty Report](#)
  - ◆ [The Essential Guide to Loyalty Programs](#)



### Gamified Experiences

Gamification is a key strategy for boosting engagement. And the explanation is quite simple: it's *fun*. Consumers are inundated with discounts, offers, and promotions. Gamified experiences will help you transcend the mundane and create exciting, interactive campaigns that resonate.

Free Download:

**2024**

**Gamification**

**Guide**

## HONORABLE MENTIONS



### Organic social media marketing

Engage with your audience without the need for significant ad spend by creating shareable content that resonates with their interests and values. Post regularly and create content that encourages interaction. Once you've done what you can for free, then you can strategically use paid ads to boost your key campaigns and reach a wider audience.

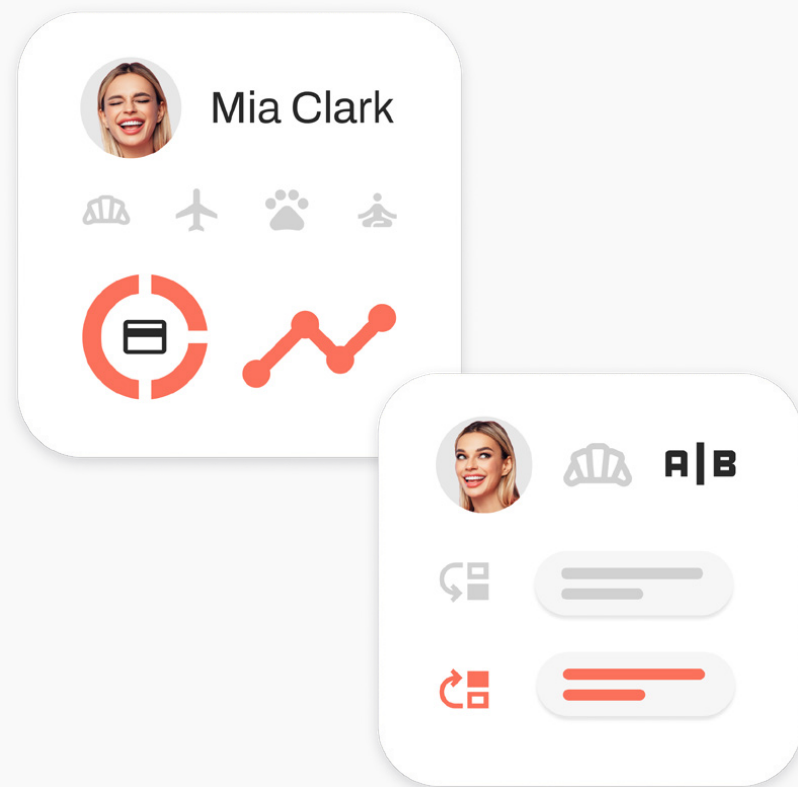


### User-generated content

Encourage customers to share their experiences and testimonials. It's a cost-efficient way to build community and trust, and will help enhance your brand's credibility with potential customers.

# Maximizing Digital Marketing Channels

Actions you can take with your core technologies.



## SEO on a budget

Optimize your website and content to improve search rankings by focusing on high-quality, keyword-rich content that addresses your audience's needs.



## Email Segmentation

Batch-and-blast emails are a no-go in 2024. Segment your audience to ensure you're sending the right messages to the right contacts.

Free Download:  
[How to Avoid Sending the Wrong Emails to Customers](#)



## A/B Testing

Which messaging is most effective for your audience? Which buttons, CTAs, colors, and copy blurbs drive the most engagement? A/B testing is the process that will help you answer these questions. Many marketing platforms, like [Marigold](#), include A/B testing as a functionality. Take advantage of it.

Free Download:  
[A/B Testing Best Practices Guide](#)



## Track Your KPIs

Monitor key performance indicators such as engagement rates, conversion rates, and ROI to gauge success and make informed decisions about your marketing strategies.



# Wrap Up

If you need a partner to help optimize your marketing, consider Marigold. From email to SMS to loyalty programs and beyond, we have the technology and teams you need to drive real engagement and retention.

Our goal is this: to help you find your people, really get to know them, and make them superfans via relevant, personalized experiences. Ready to get started?

*Get in touch with us!*



# Where *relationships* take root.

Marigold's approach to Relationship Marketing stands alone in a world of one-size-fits-all marketing technology companies. Our solutions are designed for your specific size, industry, and maturity, giving you the technology and expertise you need to grow the relationships that grow your business, from customer acquisition to engagement to loyalty. And, with a team of strategists that provide insights into what's working, what's not, and what's changing in your industry, you're able to maximize ROI every step of the way.

Great marketing isn't just about conversion, but true connection. Learn why 40,000 businesses around the world trust Marigold to be the firm foundation they need to help relationships take root.

Find out more at [MeetMarigold.com](https://www.meetmarigold.com)

