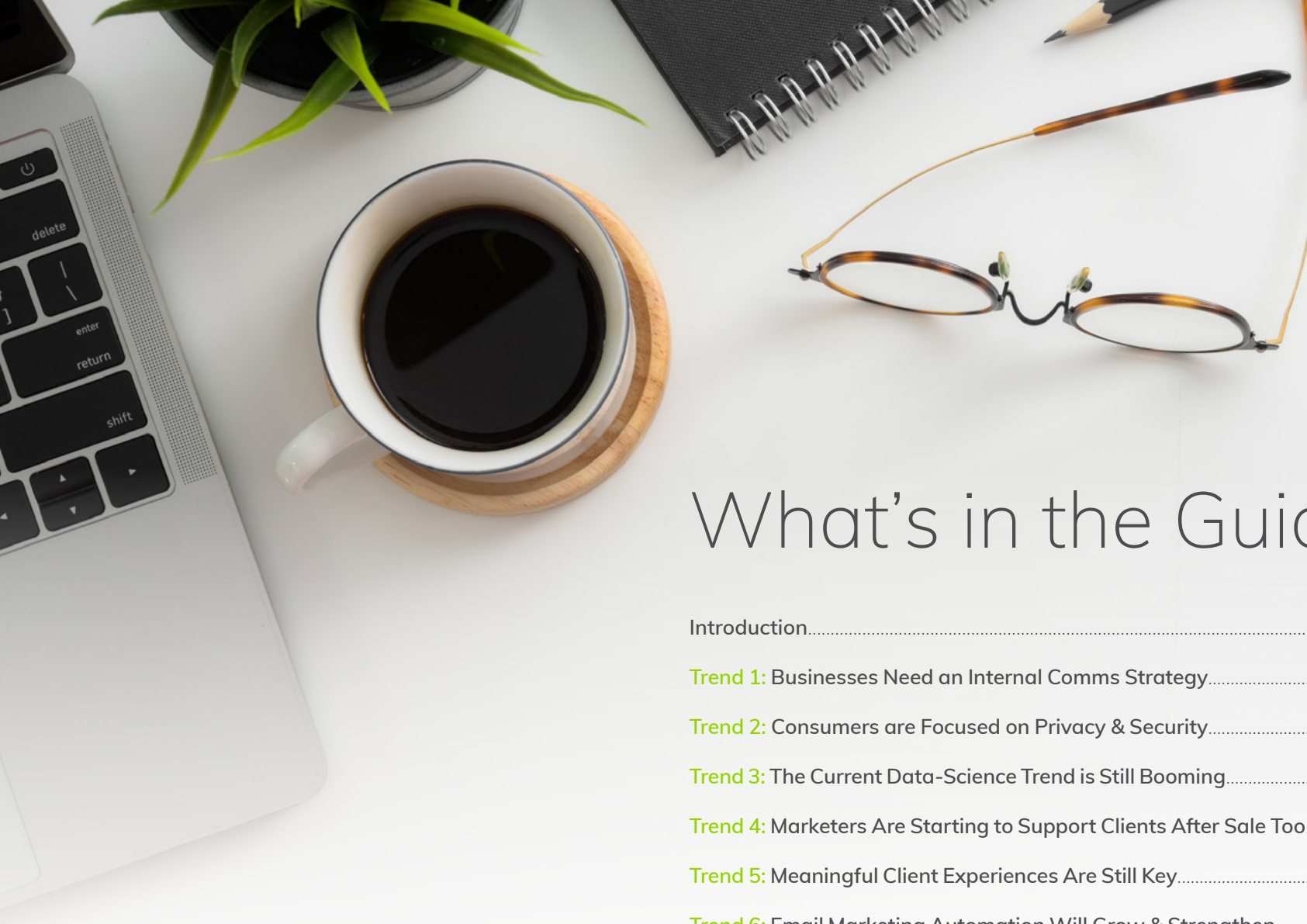




Communication in the 'New Normal': How to Prepare for 2021





What's in the Guide?

Introduction.....	3
Trend 1: Businesses Need an Internal Comms Strategy.....	4
Trend 2: Consumers are Focused on Privacy & Security.....	5
Trend 3: The Current Data-Science Trend is Still Booming.....	6
Trend 4: Marketers Are Starting to Support Clients After Sale Too.....	7
Trend 5: Meaningful Client Experiences Are Still Key.....	9
Trend 6: Email Marketing Automation Will Grow & Strengthen.....	10
Adapting to New Trends: Why it's so Important.....	12
Conclusion.....	13



Introduction

Nobody could have seen COVID-19 coming. When the world first went into hard lockdown, businesses had to adjust quickly, finding ways to survive while keeping customers and employees safe.

During this time, **communication became more important than ever...** Not just with customers and shareholders, but, in this new flexible working environment, with employees too.

What impact will these changes have on business communication in 2021? In this guide, we explore the trends that have emerged from this new way of life and what that means for you.

Trend 1

Businesses Need an Internal Comms Strategy

Covid-19 accelerated the adoption of remote working in 2020, and many employees will continue working this way in 2021. In fact, **according to KPMG**, 73% of CEOs say working remotely has **widened the talent pool** and **69% will be downsizing office space**. They see the pandemic as an opportunity to rethink the way their businesses work and communicate.

Under these conditions, it's clear that **the main function of internal communications** – to engage employees, share information, nurture culture, and instil purpose – has never been more important. But these new conditions call for a new and better internal-comms strategy.

Here are some of the top tips we found for this:



Take a digital-first approach to working.

Dispersed teams have different communication needs to office-bound ones. If your workforce is remote or partially remote, make your base digital, so you can connect with every person.



Remove barriers to company content.

Some people may struggle with new digital norms like video calls. Ensure all your staff have access to your messaging and avoid making assumptions.



Share accessible corporate messaging.

Combine a digital approach with messaging that all participants can access to help keep employees focused and productive.

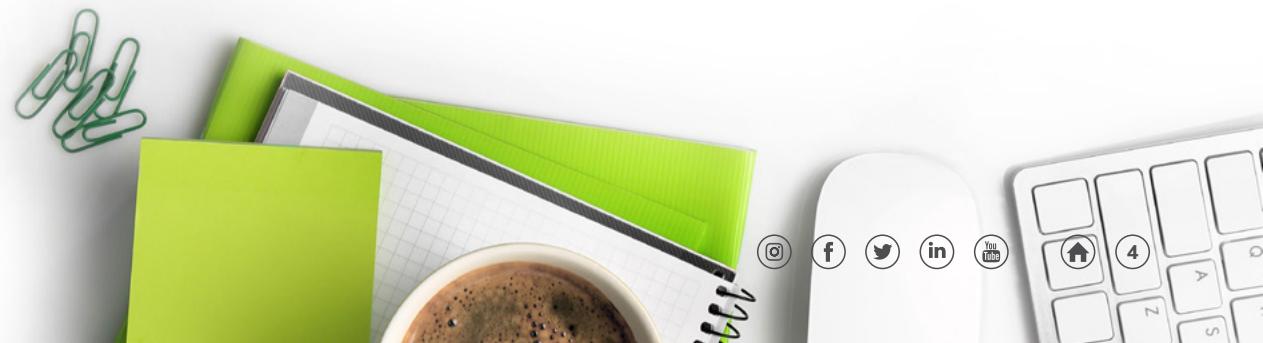


Get to know your people and their needs.

Be aware of how company adjustments affect your employees and make sure you're supporting them. When in doubt, remember that empathy is always the best strategy.

Tip: Plan your internal comms strategy in three-month intervals to ensure you communicate vital information. Then use automation to execute it.

Visit us at www.everlytic.co.za or [click here](#) to schedule a chat.



Trend 2

Consumers are Focused on Privacy & Security

POPIA is coming and, at the time of writing this, you only have a few months left to get ready. Here are a few things you can start doing now if you haven't already:

- 1 **Figure out who's responsible for your POPIA compliance**, inform them of their duties, and formally document their role in their job description.
- 2 **Find out where you got your data from** and what your contacts signed up for.
- 3 **Ensure consent is valid**. To be valid, it must be:
 - Voluntary
 - Specific and informed
 - An expression of will
 - In opt-in format
- 4 **Update your privacy notice**.
- 5 **Audit your unsubscribe process** to make sure it works well in real time.
- 6 **Train all your customer-facing teams**, so they can answer key questions like "Where did you get my contact details?"
- 7 **Secure your data** and put a thorough incident-response plan in place – it can save you millions if things go wrong.
- 8 **Document everything you do for compliance**, so you have a record if you need it.

Get more detailed tips in our [POPIA guide on how to comply without killing your list](#).

Trend 3

The Current Data-Science Trend is Still Booming

The data-science trend will continue in 2021. With the rise of data-collection tools, you can get more from your data as time goes by. Here are some of the **data types** that businesses are focusing on:

- **Transactional customer data** to see what customers are purchasing, what they spend, and how they behave
- **Product and service use tracking** to understand how customers interact with your business
- **Customer behaviour tracking** on your communications and website
- **Customer feedback monitoring** to understand preferences and responses to promotions or price increases
- **Data trends for message hyper-personalisation** and list segmentation (e.g.: age, gender, location, marital status, education, etc.)
- **The lifetime value of customers** by integrating your data across platforms

Collecting and monitoring this kind of data can deeply enrich your communications, giving you innumerable ways to segment your list, personalise your content, and customise every individual's journey – at scale.

Read more about this in our blog post
[How to Use Contact Data for Automated Communications.](#)

Trend 4

Marketers Are Starting to Support Clients After Sale Too

Acquiring customers is important. And generally, marketers spend more time acquiring new customers than keeping them. But the problem with this is that **focusing only on one end of the customer journey** is expensive, time consuming, and can hamper impact long-term business growth.

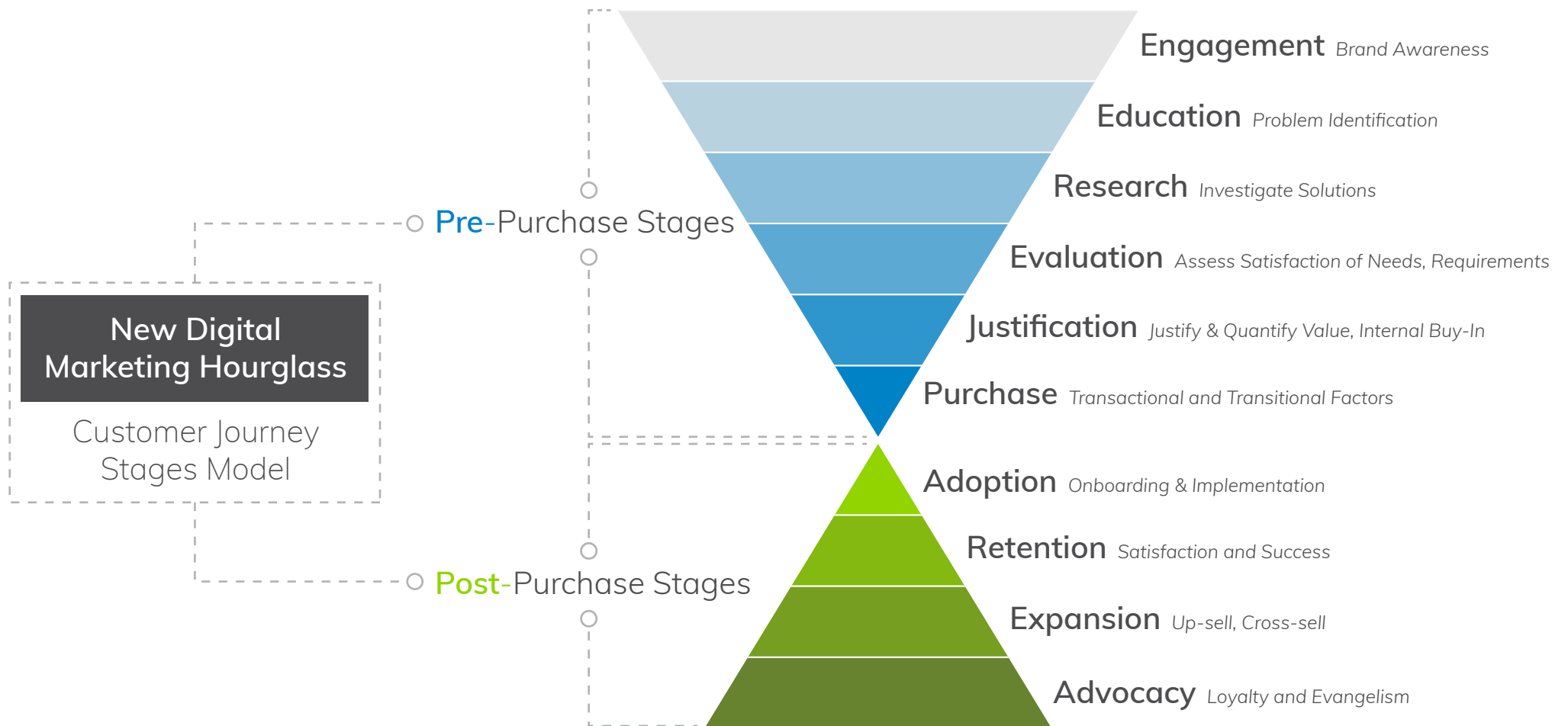
The trend we're seeing now is that **more marketing teams are recognising the importance of retaining customers too**. This is unusual for marketing teams but can be very good for business, because the journey for a customer doesn't end once they become a client.

It makes sense for the same team that created the marketing content that attracted a client to create the customer communications for the rest of their journey with your brand. The most successful brands know this and manage the client experience with just as much dedication after a purchase, turning regular customers into brand advocates.

Trend 4

Marketers Are Starting to Support Clients After Sale Too (cont.)

Customer-centricity at scale can only really be done effectively with automation. When your communications are done well, you can maintain a consistent feel and followable storyline at every step of the pre- and post-purchase stages.



Source: [Customer Journey Marketer](#)

Trend 5

Meaningful Client Experiences Are Still Key

More than ever, the world is looking for meaning and purpose – value and connection. And it pays! A study by Walker even says that the customer experience will now become the key brand differentiator – overtaking price and product.

But this doesn't mean you need to hire whole new departments to hold customers' hands. With smart communication software, integrated data collection, and behaviour tracking, you can hyper-personalise every message you send.

Ask your customer for their communication preferences. This way, you know how they want to be contacted and you can avoid frustrating them by communicating to them in a less preferred way.

There are multiple data-collection methods you can use to hyper-personalise your communications.

Watch Video



90%

Consumers find personalisation appealing (Statista).



71%

Consumers say a personalised experience would influence their decision to open and read brand emails (Dynamic Yield).



93%

Companies experience an increase in conversion rates from personalisation (Econsultancy).

Trend 6

Email Marketing Automation Will Grow & Strengthen

Automated communications have shown:



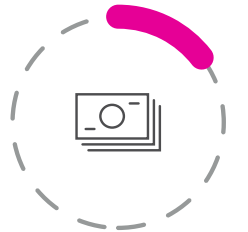
90%

Higher customer retention rates



77%

Increased conversions



14.5%

Increase in sales productivity



12.2%

Reduced marketing overheads



70.5%

Higher open rates



152%

Higher click-through rates

Source: [Instapage](#)

Tip: Integrate your systems with your communication platform to sync your data and respond in real time to customers who interact with you.



Trend 6

Email Marketing Automation Will Grow & Strengthen (cont.)

Automated workflows enable you to set up your communication campaigns, lead nurturing series, and customer journeys once and let the software do the work from there. It also enables you to send triggered emails based on a consumer's behaviour; something that's effective for acquisition and post-purchase support.

With more capacity to work on strategic comms, your marketing team can spend time upfront creating a communication workflow and let it run its course. You can almost forget about it as it automatically tracks behaviour, updates data, and personalises messaging accordingly.

In-depth reports enable you to check how your campaigns are performing along the way. From here, all you need to do is tweak, if needed, to ensure that your content is enticing and that you're reaching your objectives.

Everlytic's Reporting Tools

Our in-depth reports give you insight into how your campaigns and messages are performing, so you can improve as you go.

[Read more](#)

Visit us at www.everlytic.co.za or [click here](#) to schedule a chat.

Adapting to New Trends: Why it's so Important

Today, clients are looking for exceptional, seamless, and convenient brand experiences. As more organisations provide these, clients start expecting them and competition increases.

In this ever-changing environment, important things to remember are:



Happy, motivated employees drive business in the right direction

Keep your team motivated, engaged and updated on what is happening in the business.



Automation breeds high efficiency and scale

Time is money. Save time by creating scalable, automated customer journeys that you can set up and run automatically.



Competition is fierce – customers expect excellence

There is no patience for irrelevant content. Use hyper-personalisation to ensure that your content is relevant, valuable, and it shows that you understand your customers' needs.



Acquiring a new customer can cost 5 times more than retaining one

Acquiring customers is still important, but make sure you're applying marketing strategies post the sale too, to ensure continuous feedback and engagement.



Conclusion

This year is about **people first** – employees and customers. Understanding your data and integrating it with your communication system will help you create a more personalised experience at scale, serving everyone's needs and boosting brand loyalty.

Get the systems that enable you to understand your customers and employees better, so all your communications add value.



www.everlytic.co.za
sales@everlytic.com