

# 9 Ways to Drive Demand During an Economic Downturn

Here's an overview of the strategic approach and tips we discussed to help you market through a recession and come out on top:



## Champion your loyal customer base

- Maintain quality customer service
- Reward loyalty within the parameters of your loyalty program (discounts, referral codes, early access to new product launches?)
- "Thank you!" messaging
- Beware of devaluing your product or service with quick fix tactics



## Follow the data

- Use Pirate Metrics Framework to map data to tactics



## Pirate Metrics: Acquisition

- Audit owned channels to ensure consistency in creative and messaging
- Establish baseline metrics from which to measure future tactical deployments



## Pirate Metrics: Activation

- Throw out your customer personas and listen!
- Adjust messaging to avoid the hard-sell without connecting



## Pirate Metrics: Revenue

- Map your customer journey to double down on successes and find new opportunities



## Pirate Metrics: Retention

- Provide value through quality, personalized content on all channels



### Pirate Metrics: Referral

- Consistency in quality of product, content, and messaging
- Ask for reviews!



### Empathy in messaging

- Seek connection with humanity in messaging



### Lower the barrier to entry

- Seek opportunities to bring in new customers with innovation