

Short Term & Long Term Strategies During MCO & Covid19



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Exabytes Digital

About Exabytes Digital



SEO

We rank your website on first page of Google organically by our onsite and offsite activities



Get More Visits

We put your store and your products in the search engine with Google AdWords. Your business can be FOUND



Engage with your Fans

We make you connect with more customers through Facebook.



Sell more to your customers

Send your offers and newsletters simply and effectively.

Exabytes Digital Clients



Customer Behaviour Change



Consumer behaviour changes in response to the virus outbreak

% of respondents in Asia



52%

Have cut down on leisure activities such as eating out, socializing and cinema



30%

Buy less alcohol beverages



48%

Buy more personal hygiene products
+45% buy more health and nutritional products and +40% more home cleaning products

Consumers are shifting more towards online activities

% of respondents in Asia



+32%

Increase in online shopping activities across all markets



+42%

Increase in home streaming

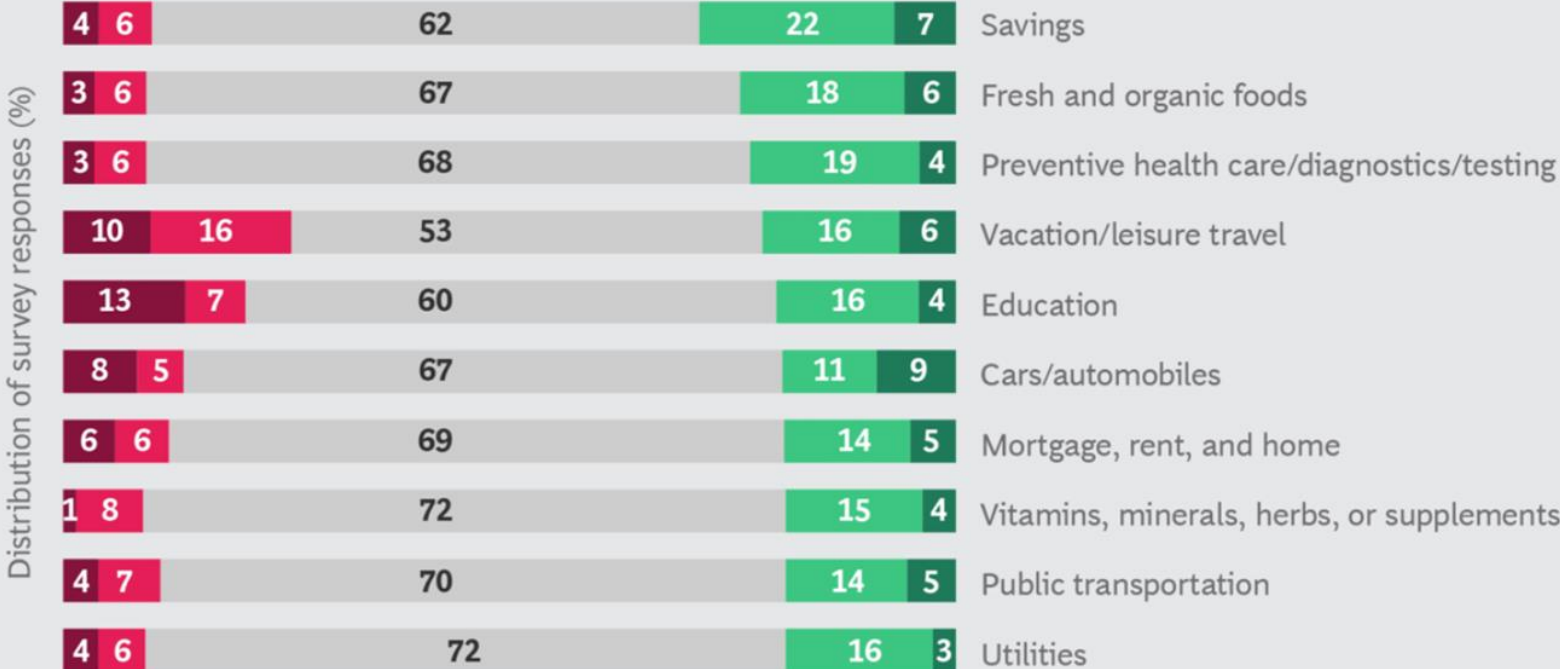
As consumers' awareness for their own safety has heightened, they expect the same with brands on the products and services they offer



EXHIBIT 6A | Top 10 Categories Likely to Win in Consumer Spending During the Next Six Months

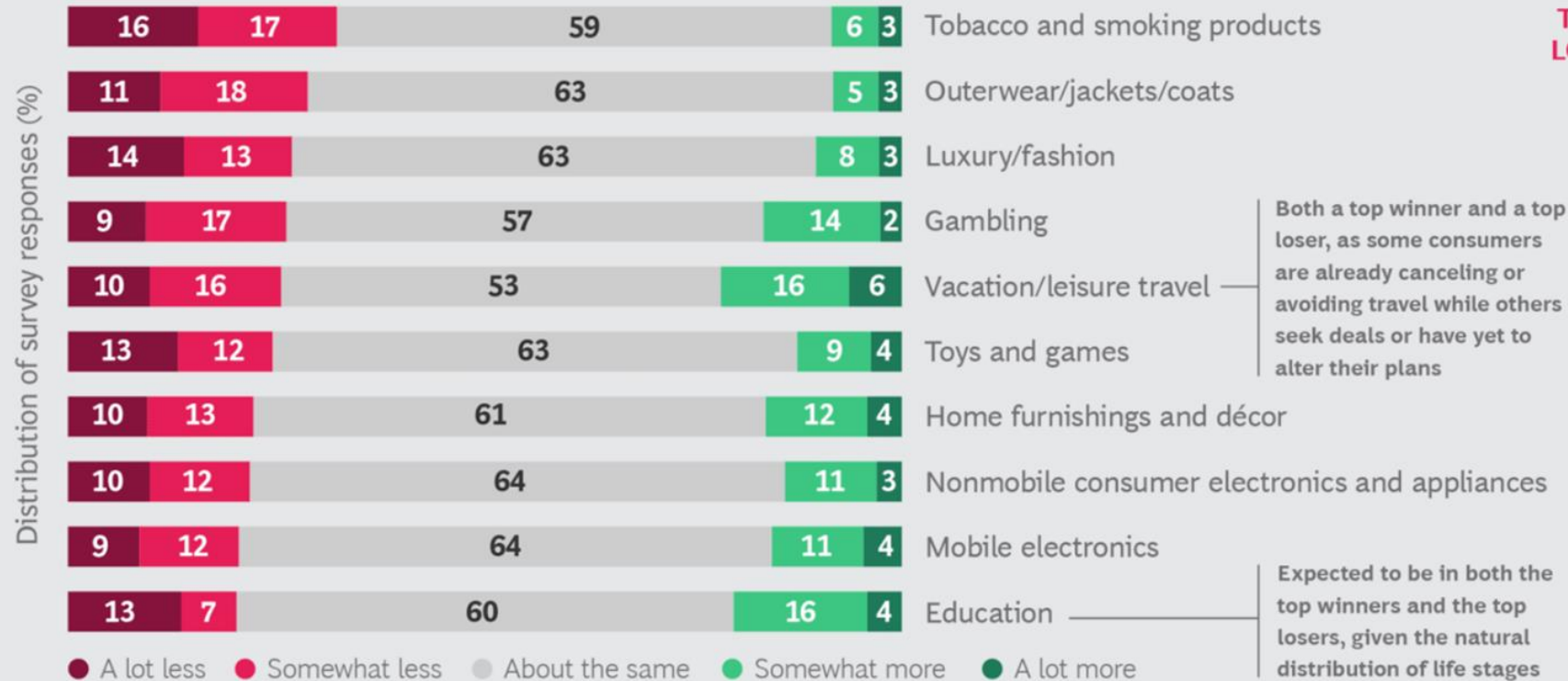


TOP 10 WINNERS



● A lot less
 ● Somewhat less
 ● About the same
 ● Somewhat more
 ● A lot more

EXHIBIT 6B | Top 10 Categories Likely to Lose in Consumer Spending During the Next Six Months



Insight #1

People are looking to trusted brands to provide them with safety and security in testing times. They want to be assured that the brands they choose are in control of their supply chains, transparent and trustworthy.

Insight #2

People expect brands to:

- Deliver real value
- Act responsibly
- Do right by the community, including their employees

Brands that were able to deliver purpose in an ethical way saw their value grow twice as much as average brands.

How Long It Take For A Business To Recover



All industries are impacted, with several seeing more severe consequences

Estimated degree of impact, in terms of duration

Estimated global restart (base case)



Consumer products



Consumer Electronics



Automotive



Travel: Airlines



Travel: Hospitality

Shortest

Longest

Q2

Q2

Q3

Late Q3 /
Early Q4

Q4

Key Insights

"Global slowdown in demand to improve and consumer confidence to recover when **disease is perceived "under control"** – seeing sustained demand in China (e.g., express delivery, food delivery, though hampered by labor shortage) Retailers with thin margins in affected areas likely to face severe **drops in demand** and, in parallel, **liquidity and working capital constraints**, forcing companies at risk (especially smaller and medium-sized enterprises) to lay off workers or dock salaries
Risk mitigation by pursuing **online / omnichannel strategies** given accelerated trend in consumer behavior"

"Existing **market structure** already in middle of shifting (e.g., given recent trade tensions, moves to diversify supply chain), and likely to be **exacerbated into Q2**
Wuhan – a hub for semiconductors and fiber-optics is **critical in supply chain** worldwide – and **shutdowns are impacting sites downstream**
28% of South Korea exports are electronics, leading to **further supply chain disruptions** if increases in-country transmission, despite a China restart
Recovery will **differ by sub-segment**, depending on labor-intensity and availability of dwindling inventory (e.g., 2-6 weeks estimates for semiconductors)*"

"Signs of **ongoing disease expansion in Europe** (2nd largest global automotive producer, 6.1% of total EU employment) to amplify impact, despite ongoing Chinese economic restart. Likely to **compound existing market vulnerabilities** (e.g., trade tensions, declining sales)
Headwinds faced likely to persist into Q3 given **tight inventories** (fewer than 6 weeks) and **complex supply chains** (and thereby minimal ability to shift supply chains)
Hubei province accounts for **9% of total Chinese auto production** (incl. global automakers and component parts), disrupting global supply chains until activity fully resumes"

"Travel restrictions, drop in consumer confidence, corporate policies to limit mass gatherings and non-essential travel are acutely impacted industry
Impact across airlines to vary, with smaller airlines with low margins and smaller cash reserves more at risk, but larger **global network at risk is suggesting much broader, prolonged slowdown**
As with tourism, expected recovery to be faster for **domestic travel** (~2 quarters), longer for **international** (~3-4 quarters), if not longer based on disease evolution "

"**Travel slowdown to and from major Asian travel hubs** (20%+ YoY decrease) and **select European destinations** (e.g., France, Italy), coupled with decrease in **Chinese tourism spend** (\$277Bn, 16% of international tourism spend in 2019), likely to reduce demand globally (up to 40% decline 2020 output) until disease is "under control" across transmission complexes, likely far into Q4
Hospitality sector could **proactively protect and prepare its people**, anticipate near-term **fall in demand**, prepare to manage **reputational risk** and review **annual planning** in anticipation of long-term impacts."

FACEBOOK

Short Term Strategies

Situations:

- Not Making Enough Sale
- Short Of Cash Flow

Change Business Or Business Model

Crisis → Opportunities



Travel Agency → Property Agency / MM2H

Selling Product/Service → Selling Workshop/ Seminar

Reseller/ Dropshipping → Change Product To Sell

Selling Ready Food → Selling Ingredient

A white outline of a hexagon pointing downwards, located at the top center of the page.
A white outline of a hexagon pointing upwards, located on the left side of the page.

Everything Just Go Online

Chin Hin Property Group Sponsored • 🌐

We practice social distancing while stay professionally to serve our customer as regularly.

Our sales consultants are ready to pick up inquiry call &... See More



Register for show unit Virtual Presentation now

SIGN UP

StarProperty Sponsored • 🌐

Stuck at home? Shop online for your next property!

Tour new homes via Virtual Reality (VR) and check out the latest properties... See More



DIGITAL FAIR

ONE CLICK AWAY | ANYTIME | ANYWHERE 🔍

Starling Mall

FAIR.STARPROPERTY.MY
Browse at Your Own Leisure

LEARN MORE

Italiannies added 7 new photos. Sponsored • 🌐

Due to popular demand, we've extended our delivery coverage! We now deliver to most areas of Klang Valley, including Subang, Pu... See More



👍 546

31 Comments • 53 Shares

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ASIA @ UNIVERSITIES

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STAY SAFE
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+6013 350 7270... [more](#)

Swipe up to view website

山 高山, 爬山
石头, 石椅
木板
木马, 泥土
土地

Thanks to teachers effort to
make this happen. ❤️

taylorsuni
Sponsored

TAYLORS

GO ON A VIRTUAL TOUR, WITHOUT GETTING OFF YOUR SEAT!

DIGITAL OPEN DAY
STAY HOME, STAY SAFE
SWIPE UP TO CHAT WITH OUR
COUNSELLORS NOW

Learn More

Facebook/ IG Live Video



Facebook LIVE



 **MK Curtain** is live now. 14 mins • 

Harga hanya RM239 untuk Sliding Door saiz 120" (W) x 106" (H) !!!

** Add On untuk Tingkap 3 Panels saiz 80" (W) x 106" (H) dengan Harga RM109 saja !... See More



 **Dragon DBY Seafood Fishery 吉胆岛 唯毅海鲜直播** is live now. 16 mins • 

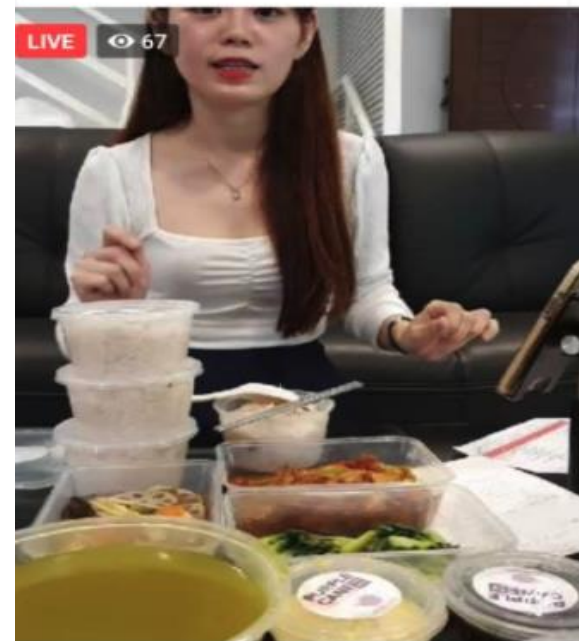
今天12:00开始第10场 吉胆岛  唯毅海鲜直播 

运费  ... See More



 **紫藤茶原 Purple Cane Tea Restaurant** is live now. 19 mins • 

* 《紫藤茶原》“让茶罩顾你直LIVE (30Mar@MONDAY 12 pm) Cindy 做live陪你过一个健康暖心的中午! * ... See More



You Can Clubbing In Your House



Zouk Singapore
27 March at 12:00 · 🌐



[TONIGHT, 27 MARCH 8PM SGT] Zouk, Razer and Martell join forces to bring you Southeast Asia's first ever cloud clubbing experience streamed exclusively on Bigo Live 🌐 Join us on the virtual sphere where we'll be streaming closed-door sets featuring the nights you know and love from One Dance to Crowd CTRL and interact with our DJs, special guests and fellow online party goers in the comments or show your support by sending virtual stickers or gifts instream. Custom gifts such as Razer Esports Stickers and Razer Gold Coin will also be available for you to show some love and stand a chance to walk away with exclusive prizes!

Up for grabs tonight:

- + \$50 worth of Razer Gold
- + Razer Kraken Headset
- + Razer Hammerhead True Wireless Earbuds (@razer)
- + G-Shock GA-2000S-7ADR Watch (@gshock_sg)
- + Products from Oo La Lab (@oola.lab) & Nena.nature (@nena.nature)

Log onto Bigo Live (<http://bigo.tv/razer>) to join the Livestream at 8PM SGT 🇸🇬 Kickstart the weekend on a new high of only good vibes with us, you won't wanna miss this 🎧

#ZoukSingapore #Razer #Martell



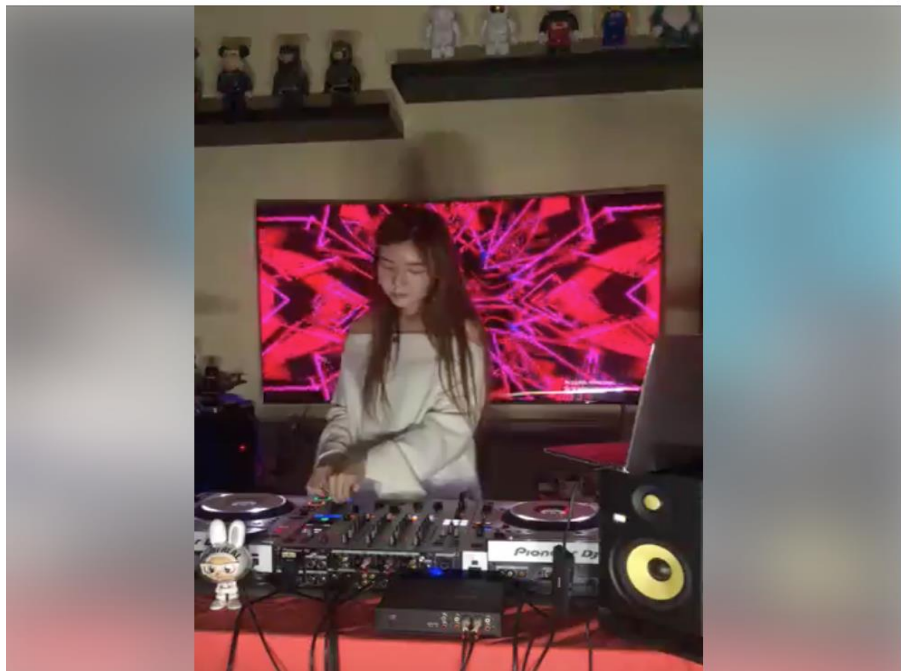
The Wave Entertainment was live.
Yesterday at 21:55 · 🌐

Come Party With DJ Sandra and DJ Rex~

Follow Us 🔥

YT and FB : The Wave Entertainment

The Wave Entertainment IG : thewaveent.my... [See more](#)



Two blue-outlined hexagons are positioned on the left side of the slide. The top one is partially cut off by the edge, and the bottom one is fully visible.

**Do You Know That FB Live
Can Be Boost As Sponsor Ad
?**

3. Virtual events



CAN I BOOST/PROMOTE THE LIVE VIDEO?

[All verified Pages \(with a blue badge\)](#) have the ability to promote a Live video with ads during their broadcast. Previously, live videos could only be promoted with ads after the live broadcast ended unless the Page had been whitelisted for beta access; now, all verified Pages have access to this functionality.

For advertisers that want to maximize delivery while live, we have compiled the following tips:

- Use Accelerated Delivery
- Target broadly (and use granular targeting for delivery after the broadcast ends)
- Bid aggressively - never bid higher than your true value, but it's not uncommon to see high CPMs for short campaigns
- Optimize for reach
- Avoid editing the ad once live as this can delay delivery

Success Case:

<https://www.facebook.com/business/success/categories/facebook-live-ads>



Participate In FB Group





甲洞外送服务 kepong delivery service

20K members • 1.6K posts a day



5 friends are members

Join



cheras 美食分享区

24K members • 800 posts a day



6 friends are members

Join



Ipoh Food 怡保美食天堂

209K members • 1.5K posts a day



49 friends are members

Join



新山BUKIT INDAH好坏事

5.5K members • 500 posts a day



2 friends are members

Join



Sri Petaling 大城堡吹水站

11K members • 170 posts a day

Join

Facebook group page for "甲洞外送服务 kepong delivery service".

Search: 甲洞外送服务 kepong delivery service

Join Group

Public group

About

Discussion

Members

Events

Videos

Photos

Search this group

Shortcuts

- Jack & Steve Grill
- Tattoo HUB
- Exabytes (SG)
- Exabytes Indonesia
- Exabytes (MY)

Today's post: 今天有做多香蕉蛋糕和 sponge! 如果要的话, 今天下单今天可以拿到, 请在3点之前给我们知道哦! 数量有限! 还可以参其他饼干一起, 超过 30块 包送货 甲洞区域! ... See more

Photos: Banana Cake, 香蕉蛋糕; Sponge Cake, 海綿蛋糕

Facebook group page for "薄种人@Puchong People @Penduduk Puchong".

Search: 薄种人@Puchong People @Penduduk Puchong

About

Discussion

Your items

Members

Videos

Photos

Recommendations

Watch party

Events

Files

Search this group

Shortcuts

- Jack & Steve Grill
- Tattoo HUB
- Exabytes (SG)

TOP POSTS

Post by 国黄: Minimum order 4盒 rm20, free delivery 有意者直接下单 whatsapp016-2769842, 只限Puchong 每天6pm结单,隔天发货

Photos: Set A, 邦咯西庚汤 Ah Yuen 016-2769842; Set B, 邦咯西庚汤 Ah Yuen

RM20 - Puchong, Selangor

清補涼糖水

Message

Sell Bundle
(Mix Pack , Family Pack,
Multi Pack)



SET COMBO I
MYR 51.00

SET COMBO J
MYR 51.00

Farm Fresh Kurma Milk
700ml x 6 bottles
MYR 52.00

Farm Fresh Full Cream Milk
2L x 4 bottles
MYR 60.00

Farm Fresh UHT Yogurt Drink Mango Tango
200 ml x 24 packs
MYR 55.00

Farm Fresh UHT Yogurt Drink Mixed Berries
200 ml x 24 packs
MYR 55.00



TGI Fridays Malaysia
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[TAKEAWAY DEALS] Enjoy a delicious 3 course meal for just RM50 NETT!

Call / WhatsApp us to place your takeaway / drive-thru... See More

TAKEAWAY DEAL A
RM50 NETT
APPETIZER + SALAD + MAIN

TAKEAWAY DEAL B
RM50 NETT
APPETIZER + SALAD + MAIN

TAKEAWAY DEAL C
RM50 NETT
APPETIZER + SALAD + MAIN

TAKEAWAY DEAL D
RM50 NETT
APPETIZER + SALAD + MAIN

👍 607

93 Comments · 186 Shares

**Partnership
(No Competitors In The
Meantime)**



- **Resell** each other products to increase **product value**.
- **Cross sell** each other company existing client base.
- **Share marketing budget** when selling the thing in bundle together.
- Gain win win situation in term of **branding & building trust**.

Addon Value



Showing Care & Love To Your Client



Provide Value In Product Or Service

Panasonic Malaysia Sponsored



Panasonic
X-Deluxe Inverter AIR CONDITIONER
DOUBLE GIFT BONANZA

FREE

Learn More

129 likes
Get comfortable at home with the new Panasonic X-Deluxe Inverter Air Conditioner!... more

McDonald's Sponsored

We do more, you worry less. For enhanced safety, we are taking extra steps to ensure our deliveries are clean and safe. Order M... See More



Sealed Takeout Bags, with Temperature Readings


Casa 36.6
Rider 36.5

Cashless and Contactless Delivery
McDelivery Malaysia

ORDER NOW

McDonald's Sponsored

We do more, you worry less. For enhanced safety, we are taking extra steps to ensure our deliveries are clean and safe. Order M... See More



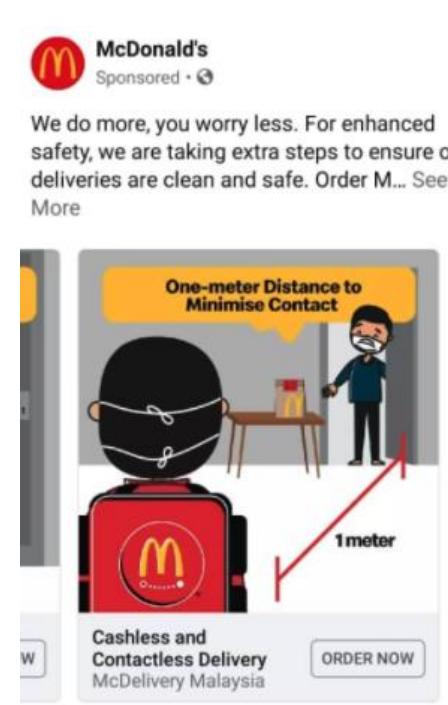
Sanitised McDelivery Bag

Cashless and Contactless Delivery
McDelivery Malaysia

ORDER NOW

McDonald's Sponsored

We do more, you worry less. For enhanced safety, we are taking extra steps to ensure our deliveries are clean and safe. Order M... See More



One-meter Distance to Minimise Contact

1 meter

Cashless and Contactless Delivery
McDelivery Malaysia

ORDER NOW

**Build The Trend That
Relate To Your Product**



We Must Faster Than Coronavirus!!!

最近的IG STORY



mgagmy 2h MALAYSIA MCO BINGO EDITION!!!

IT'S BEEN 2 WEEKS OF MCO! CROSS OUT THE THINGS YOU'VE EXPERIENCED BELOW!

STAYED HOME SINCE MCO STARTED	BEEN WORKING OUT AT HOME	YOUR RELATIVES SUDDENLY BECAME "DOCTORS"	DIDNT WEAR BRA FOR 2 WEEKS	PLAYED GAMES ALL DAY
MADE DALCONA COFFEE	PICKED UP A NEW HOBBY	SLEPT IN THE WHOLE DAY	MISSING BUBBLE TEA	RECEIVED RANDOM TEXT FROM EX
LEARNT HOW TO COOK	DID NOT HOIDE SHOP	FREE SPACE	BINGE WATCHED KORAMA & LIVE VIDEOS	FORGOT WHAT DAY IT IS
DID NOT SHAVE AT ALL	ORDERED GROCERIES ONLINE	SCROLL IG & FB ALL DAY	SPENT MORE TIME WITH FAMILY	ONLINE BIRTHDAY PARTY AT HOME
TAGGED BY FRIENDS TO DO IG STORY STUFF	WEAR MAKE-UP JUST FOR VIDEO CALLS	PRACTICED SOCIAL DISTANCING (JUST LIKE THESE ADVERTS)	BEING ACTIVE ON TIKTOK	WATCHED MCGAG CONTENT!!

TAG YOUR FRIENDS! STAY SAFE & STAY HOME!

My Fav Things

IN GIFS

FOOD	COLOR	ANIMAL
HOBBY	SEASON	DRINK
FLOWER	TV SHOW	SCENT

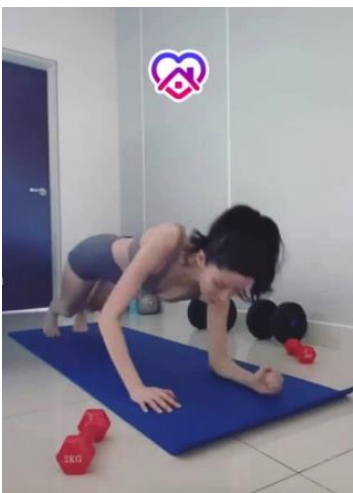
YOUR TURN!

@YAUKSS

@MAY_DAPHNE

@RUIZHONCNC

STORY TEMPLATE BY @LEAHFEREZAN



DIY At Home - Too Much Free Time



Tealive Asia

8 hrs · 🌐



Don't miss the 12-hour flash sale on Lazada 🌟 Order the popular #MyBubbleTeaKit now on our flagship store at [lazada.com.my/shop/tealive](https://www.lazada.com.my/shop/tealive)

#bubbletea #boba #diy #stayhome #dudukrumah #lazada #lazadamy



What Budget Should I Cut In Digital Marketing?



STOP Every Campaign That Do Not Have Good ROAS

Results	Reach	Impressions	Cost per result	Amount spent	Website purchases ↓	Purchase ROAS (return on ad spend)
387 Purchases	10,840	179,474	RM6.26 Per Purchase	RM2,422.44	387	15.72
40 Purchases	1,434	17,105	RM6.40 Per Purchase	RM256.09	40	13.14
24 Purchases	44,536	99,478	RM28.16 Per Purchase	RM675.95	24	4.24
3,206 Landing pag...	179,744	319,576	RM0.48 Per landing pa...	RM1,524.36	16	1.11
6 Purchases	17,592	24,569	RM30.91 Per Purchase	RM185.43	6	3.16
6 Purchases	4,156	12,224	RM34.40 Per Purchase	RM206.41	6	2.75
4 Purchases	9,150	11,416	RM12.06 Per Purchase	RM48.24	4	5.56
14 Initiates Che...	12,444	14,831	RM7.54 Per Initiate Ch...	RM105.54	2	2.27
39 Adds to Bas...	9,956	12,194	RM2.03 Per Add To Cart	RM79.33	2	1.54

Long Term Strategies (Waiting For The Bounce Back)



Survey

(Understand The Market
Or Existing Client)



LET'S CATCH UP

How are you doing? We would like to know your feedback.

* Required

How many minutes are you exercising everyday? *

- 0 - 30 minutes
- 31 - 60 minutes
- > 1 hour

Which home equipment have you used for your home workouts? (Choose more than 1) *

- Brooms
- Water barrels
- Chairs
- Skipping ropes



Hey Tze Jiun,

Thank you for the encouraging response towards our survey sent out on Monday night.

We have received over **5,000 responses** across our network within 3 days alone.

It has been fantastic to hear from you and we are so pleased that you are all keeping active and staying motivated during this period.

We thought you might like to hear what your fellow squad is up during the MCO so here are some quick facts for you!

YOU SAY:



>50%
of respondents are doing at least 0-30 mins of exercise per day

YOU SAY:

>60%
of respondents are not using any home tools for workouts

>25%
are using chairs for a workout

WE SAY:

Great start! Regular exercise is essential for supporting healthy immune function, preventing weight gain and keeping you as healthy as possible during this challenging global pandemic.

PS - We hear you and chair workout tips will be coming right up.



Trapo Malaysia

Sponsored •

Do you know: Your car has on average, more bacteria than a public toilet?

The average steering wheel has 629 colony forming units, which ranks di... See More



Which has more bacteria?

Your Car

Public Toilet

my.trapo.asia

5

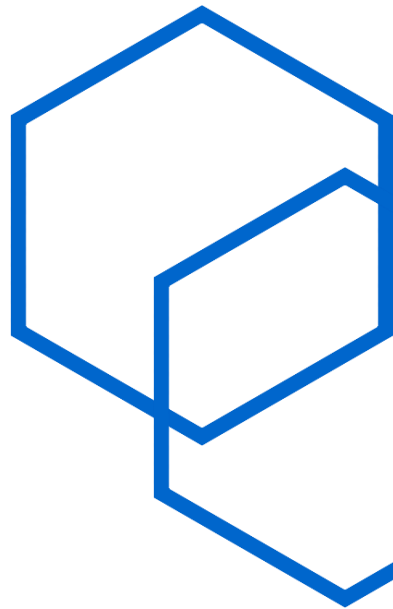
3 Comments • 22K Views

Remarketing

(Keep Your Leads Warm)



- Product & service **solution /benefit / feature**
- Produce & service **USP**
- Customer **case study / review**
- Latest **update & new launch** that relate to your product & services
- **Season or bundle** promotion if there is .



**Reach Your Existing Client
(Email , Chatbot , SMS ,
WhatsApp)**



- Email Or Whatsapp them by showing **concern & care** to them.
- Send them your latest product & service **promotion** in MCO period, cheaper than normal rate.
- May share them more of blog and articles how your product or you or even the article can **help them** within this MCO period.
- Send them more **positive message** time to time as negative message of Covid19 overload.



**Help Your Clients
(Money, Opportunities,
Education)**



Axiata
Sponsored • ▶ Keep Watching

It's Our Business To Take Care of Yours
above all else, keeping micro-SMEs in business

celcom boost asprasi

In light of these challenging times, our nation has come together more than ever regardless of race, nationalities or status.

We understand how many micro-SMEs are affected, which is why Axiata, together... [more](#)



Lazada

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Anyone can sell, anytime, anywhere. But to be successful at it, that's something else. Sell on Lazada, Where selling is simple... [See More](#)

SO EASY TO SELL ON LAZADA, YOU KNOW?

SIGN UP NOW! ▶



LAZADA.COM.MY

0% Commission and no registration fee!

[SIGN UP](#)



StoreHub

Sponsored • 🌐



👤 You won't get dine-in customers for 2 weeks!

👤 You want to start Food delivery but don't know where to get riders or logis... [See More](#)

When you have monthly revenue of RM20,000



Food delivery marketplace

35% on Revenue
per month

RM7,000
per month



BEEP DELIVERY

RM207.5 (adv plan)
+ RM400 (2% Service Charge)
per month

RM607.5
per month

STOREHUB.COM

Keep your F&B business running with Beep Delivery

[LEARN MORE](#)

Strategies For Certain Businesses Vertical



eCommerce Vertical

	Customer experience & industry trends	Business implications	Marketing changes
Short-term	<ul style="list-style-type: none"> • More people are turning to eCommerce to minimize physical conte • Supply chains and delivery are under pressure to cope with increased demand and restrictions • Store closures drive people offline 	<p>Supply & delivery</p> <ul style="list-style-type: none"> • Adjust inventory level in real time • Identify bottlenecks – and onboard new supply chain partners via ad-hoc contracts to ensure fulfillment • Regularly update consumers on on delivery • Edit delivery speed in your Facebook page to avoid impact on Post Purchase Experience survey score <p>Product mix & merchandizing</p> <ul style="list-style-type: none"> • Highlight delivery options and inform about any potential disruption • Offer larger bundles, "Family pack/multi-pack" size to meet consumer needs. • Highlight longer shelf-life products to accommodate the "stock-up" behavior. • Offer promotion for "Pre-order" of products in high demand such as personal hygiene, health nutrition, home cleaning (**) if not having enough stock. • Optimize product mix, promotions and price reductions on most demanded product 	<ul style="list-style-type: none"> • Stay top of mind: <ul style="list-style-type: none"> ◦ Instream standalone to reach consumers where they are ◦ Poll Ads to understand consumer's preferences ◦ Host livestream events to stay engaged with consumers • Enhance business results: <ul style="list-style-type: none"> ◦ Run consideration campaign for Pre-order promotion if not having enough stock ◦ Run conversion campaigns promoting health care products ◦ Retarget health care product buyers with dynamic ads to increase discovery of other products that may also meet consumer needs.
Mid-term & long-term	<ul style="list-style-type: none"> • Faster adoption of eCommerce shopping habits • Expectations transfer takes place: some of flexibility allowed and speed of information becomes a benchmark 	<ul style="list-style-type: none"> • Increased demand into production planning as soon as end of outbreak is in sight • Build visibility on supply origin and embed traceability in contracts • Outline contingency plans by crisis type with pre-approved protocol • Increase product mix 	<ul style="list-style-type: none"> • Use Messenger to stay engaged with consumers • Keep momentum on brand efforts done during the outbreak • Reactivate "business as usual" performance campaigns

Retail Vertical

	Customer experience & industry trends	Business implications	Marketing changes
Short-term	<ul style="list-style-type: none"> Less frequent store visits due to self or government limitations changing dynamics of retail Stockpiling behaviour especially during initial phase changes the product mix during grocery journeys Delivery options become a competitive advantage 	<p>Product mix & merchandizing</p> <ul style="list-style-type: none"> Offer large bundles, "Family pack/multi-pack" size to meet consumer needs. Buyers make less shopping trips but with bigger basket size each trip Use machine learning and insights to showcase most relevant products Design longer shelf-life to accommodate the "stock-up" behavior. <p>Supply & delivery</p> <ul style="list-style-type: none"> Adjust inventory level in real time, communicate local stores inventory where possible Identify bottlenecks – and onboard new supply chain partners via ad-hoc contracts to ensure fulfilment Update delivery policy and communicate delivery options which minimize person-to-person contact (BOPUS, drive-in, etc.) Edit delivery speed in your Facebook page to avoid impact on Post Purchase Experience survey score 	<ul style="list-style-type: none"> Stay top of mind: <ul style="list-style-type: none"> Instream standalone to reach consumers where they are Poll Ads to understand consumer's preferences Host livestream events to stay engaged with consumers Enhance business results: <ul style="list-style-type: none"> Highlight channel choices online vs in-store and range of options Run consideration campaign for Pre-order promotion if not having enough stock Run conversion campaigns promoting health care products Retarget health care product buyers with dynamic ads to increase discovery of other products that may also meet consumer needs.
Mid-term & long-term	<ul style="list-style-type: none"> Flexible shopping experiences and "expectations transfer" might create the new norm in omnichannel Greater online-to-offline consumer expectation 	<ul style="list-style-type: none"> Increased demand into production planning as soon as end of outbreak is in sight Build visibility on supply origin and embed traceability in contracts Outline contingency plans by crisis type with pre-approved protocol Increase product mix 	<ul style="list-style-type: none"> Use Messenger to stay engaged with consumers Integrate learnings to operations

Financial Services verticals

	Customer experience & industry trends	Business implications	Marketing changes
Short-term	<p>PERSONAL</p> <ul style="list-style-type: none"> - Consumers may look to digital first solutions to reduce f2f interactions - Customers will look for safer investments in the short term - Contactless payments are likely to be encouraged by WHO, which will favor FinTech firms and encourage traditional banks to drive digital innovation. <p>BUSINESS</p> <ul style="list-style-type: none"> - Potential to see greater collaboration across FinTech and Traditional banks - Larger lenders may offer working capital solutions to their small businesses and/or flexibility on loans - Will need liquidity help/guidance <p>INDUSTRY</p> <ul style="list-style-type: none"> - Transaction volumes likely to reduce, especially cross boarder and international payments, which will cause reduction in fees and loss of profit to smaller FinTech - Working from home Guidance as large companies are subjected to employee cases - Market instability will likely reduce VC investment. 	<p>Stay engaged with clients through messaging services in place of branches/contact centres</p> <p>Collaboration across Traditional and FinTech firms to drive innovation i.e. Digital Banking services</p> <p>Contactless payments</p> <p>Leverage bank landing pages for most up to date information; rates, product offers and guidance</p> <p>Be open and accessible for customers</p> <p>An possibility to test online services i.e. digital lending services</p>	<p>Brand</p> <ul style="list-style-type: none"> - Provide a reassuring voice to stay top of mine. Video/Story - Partnerships with other services to enhance customer experience at this time i.e. Mastercard and Deliveroo <p>Conversion</p> <ul style="list-style-type: none"> - Focus on app engagement strategies and enhancing service through online channels - Retarget based in intent i.e. insurance - Build greater in app strategies i.e. for businesses, loans/re payment offers <p>Operational guidance</p> <ul style="list-style-type: none"> - Workplace - Use messenger to stay engaged
Mid-term & long-term	<p>Continued innovation for contactless payments</p> <p>Larger lenders may look at refinancing options, or change of terms on loans to keep small businesses thriving. This may expand to trade and supply chain finance.</p>		<p>Lead gen focused lending campaigns to boost economy</p> <p>Showcase the power of collaboration across traditional and FinTech to build brand within industry</p>

Education verticals

	Customer experience	Products	Marketing
Short-term	<p>For offline schools:</p> <ul style="list-style-type: none"> Highlight special measures that your business is taking during this period, such as routine temperature checks, disinfecting of common areas and proper sanitation methods. Divide classroom into smaller groups If the school is closed, transparently communicate refund policies, re-scheduling of paid courses. Update Facebook page on their constant efforts to ensure students safety. Pin the post and edit with updated dates <p>For e-learning providers:</p> <ul style="list-style-type: none"> Ensure trial policy transparency If class belongs to a series, make sure buyer is aware of the fact to avoid potentially misleading information. 	<p>For language centers/tutoring centers</p> <ul style="list-style-type: none"> Offer online classes Offer free trial classes Offer classes that complement the students' knowledge gap due to school closure E-books for parents to use E-book for students' self-learning Online test <p>For e-learning providers</p> <ul style="list-style-type: none"> Diversify teaching topics Sign ad-hoc contracts with available teachers to meet the demand (for live classes) Provide e-resources that parents can leverage in coaching their children during school closure 	<p>For centers that are currently closed:</p> <ul style="list-style-type: none"> Shift budget from Lead Generation to Reach campaign with the center's USPs to stay top of mind. Video campaign using Instream standalone to reach parents and students where they may spend increasing time on Playable Ads/AR ads to remain interactive with students <p>For centers that switched to offer online services:</p> <ul style="list-style-type: none"> Video View campaign on their new service, showcasing "online learning demo" Lead generation campaigns to convert video viewers to sign up for online classes Conversion campaign to promote eBook download Lead Generation campaigns for online tests, free trial classes Retarget people have tried the test/downloaded the tests/e-books <p>For existing e-learning provider:</p> <ul style="list-style-type: none"> Reach and Frequency campaign to reach out to as many parents and students that may not have heard of their services. Conversion campaign to drive sign-up/subscriptions Lead generation campaign to recruits additional new teachers to meet demand
Mid-term & long-term	<ul style="list-style-type: none"> Update students, parents on school centers' closure period Build and maintain an image of a reliable and trustworthy provider. 	<p>Showcase school's ability to innovate and adapt to changes with variety of online and offline courses.</p>	<p>Continue to stay engaged with parents and students on Messenger</p>

Travel verticals

	Customer experience	Products	Marketing
Short-term	<p>For accommodation providers:</p> <ul style="list-style-type: none"> Highlight special measures that your business is taking during this period, such as routine temperature checks, disinfecting of common areas and proper sanitation methods. Include a list of nearby clinics and emergency medical services contact information, as well as any on-location nurses or medical staff. This will help reassure guests that it is safe to enter the premises and that they will be taken care of during their stay. <p>For tour providers:</p> <ul style="list-style-type: none"> Highlight answers to commonly asked questions about cancellations and refunds or put up information about what precautionary measures your business is taking. You can pin important announcements to the top of your Facebook Page for ease of viewing. <p>Stay engaged with your client via Messenger</p>	<ul style="list-style-type: none"> Focus on offering for near future holidays/events as consumers make decision in a shorter lead time (*) Craft your message around well-being For near future travel planning, promote domestic destinations. For further future travel planning, promote areas seen as remote and less affected Offer flexible policies on booking changes to increase booking confidence. Offer book now, pay later policies. Offer discounts, promotions 	<p>Promote your brand image as trusted and responsible travel providers:</p> <ul style="list-style-type: none"> Brand awareness - Reach campaign with a message of your brand trustworthiness and reliability, promoting your rigorous measures to ensure travelers' safety. Video campaigns showcasing client appreciation of your responsiveness, safety first standards Host live-stream educational workshop on travel safety Poll ads to understand travelers' preferences of destinations <p>Enhance your business results:</p> <ul style="list-style-type: none"> Conversion campaign retargeting people who visited your website and viewed near future holiday offers on your website Conversion campaign retargeting people who view domestic holidays on your website
Mid-term & long-term	Continuously update your page (with indicated dates) to ensure travelers that your business is on top of any current trends/issues	Build a wide network of destination suppliers to shift focus different destinations if needed.	Continuously build image of a reliable provider

	Supply chain & Delivery	Product & range innovations	Marketing
Short-term	<ul style="list-style-type: none"> Adjust inventory level in real time Identify bottlenecks – and onboard new supply chain partners via ad-hoc contracts to ensure fulfilment Regularly update on delivery speed. Edit delivery speed in your Facebook page to avoid impact on Post Purchase Experience survey score 	<ul style="list-style-type: none"> Offer large bundles, “Family pack/multi-pack” size to meet consumer needs. Buyers make less shopping trips but with bigger basket size each trip (*) Design longer shelf-life to accommodate the “stock-up” behavior. Offer promotion for “Pre-order” of products in high demand such as personal hygiene, health nutrition, home cleaning (**) if not having enough stock. 	<ul style="list-style-type: none"> Stay top of mind: <ul style="list-style-type: none"> Instream standalone to reach consumers where they are Poll Ads to understand consumer's preferences Host livestream events to stay engaged with consumers Enhance business results: <ul style="list-style-type: none"> Run consideration campaign for Pre-order promotion if not having enough stock Run conversion campaigns promoting health care products Retarget health care product buyers with dynamic ads to increase discovery of other products that may also meet consumer needs.
Mid-term & long-term	<ul style="list-style-type: none"> Increased demand into production planning as soon as end of outbreak is in sight Build visibility on supply origin and embed traceability in contracts Outline contingency plans by crisis type with pre-approved protocol 	<ul style="list-style-type: none"> Increase product mix 	<ul style="list-style-type: none"> Use Messenger to stay engaged with consumers

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Question?

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