

Sleeping **GIANT** media

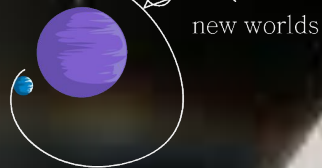


MARKETING *in the* **NEW WORLD**

with Luke Quilter



new rule book



something
exists



Luke Quilter

CEO Sleeping Giant Media & Giant Campus



Luke Quilter



@SleepingGiantM



Sleeping Giant Media



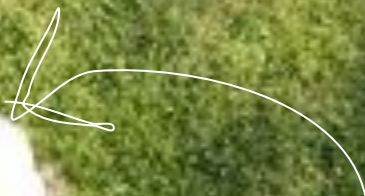
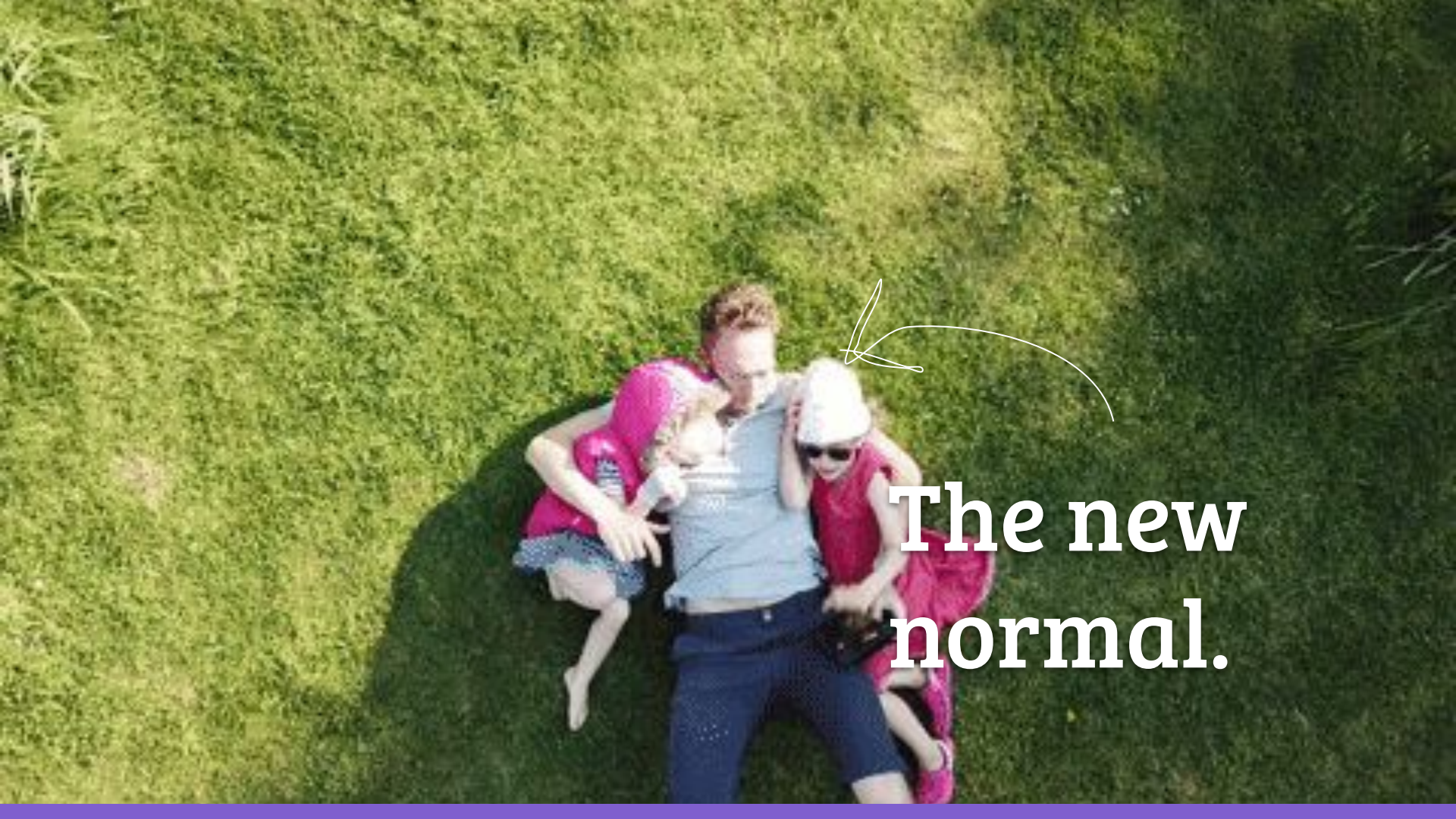
sleepinggiantmedia



One minute I
was all like...

(On-brand Photo)





**The new
normal.**



Hand- Up Game (sort of)

Virtual Ice Breaker

WHAT WAS SEARCHED MORE?

1

United Kingdom ▼

Past 12 months ▼

● house buying
Search term



2

● house selling
Search term



WHAT WAS SEARCHED MORE?

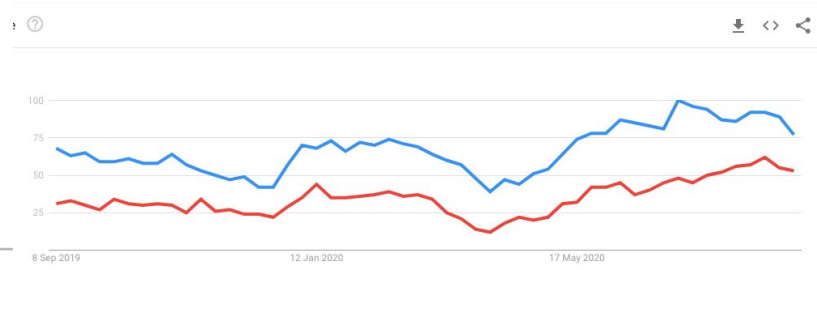
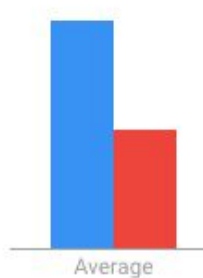
1

United Kingdom ▼

Past 12 months ▼

house buying

Search term



WHAT WAS SEARCHED MORE?

1

● landlord
Search term



2

● tenant
Search term



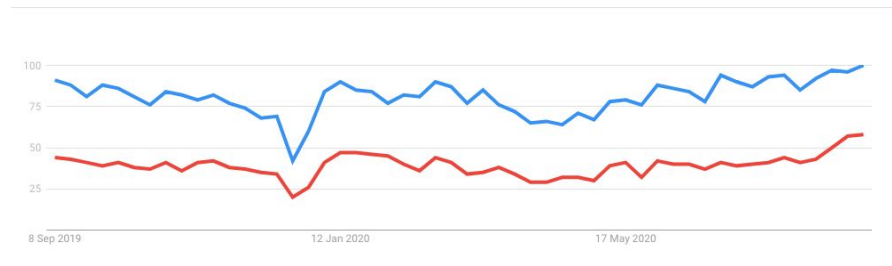
1

WHAT WAS SEARCHED MORE?

United Kingdom ▼

Past 12 months ▼

landlord
Search term



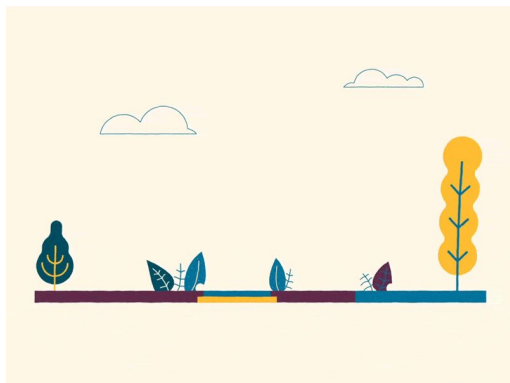
1

WHAT WAS SEARCHED MORE?

United Kingdom ▼

Past 12 months ▼

● house renting
Search term



2

● house buying
Search term

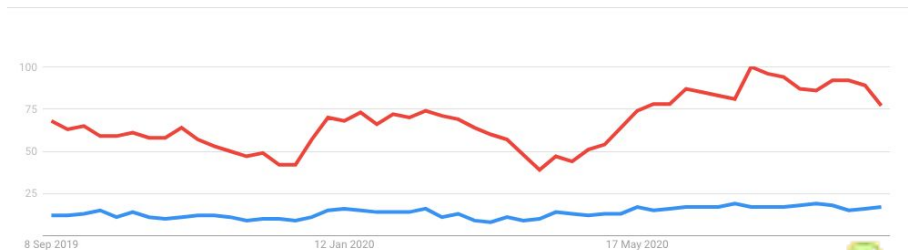
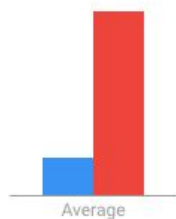
WHAT WAS SEARCHED MORE?

United Kingdom ▼

Past 12 months ▼

2

● house buying
Search term



DATA GIVES US TRENDS
TRENDS GET US BEHAVIOURS
BEHAVIOURS GET US CUSTOMERS.

+2,050%

"Clap NHS workers"

Past day, Worldwide



4x

"Can Uber drivers apply for unemployment"

Past day, US



+3,650%

"How to help others during coronavirus"

Past week, World



+2,850%

"Home ministry guidelines for lockdown"

Past week, India



+1,150%

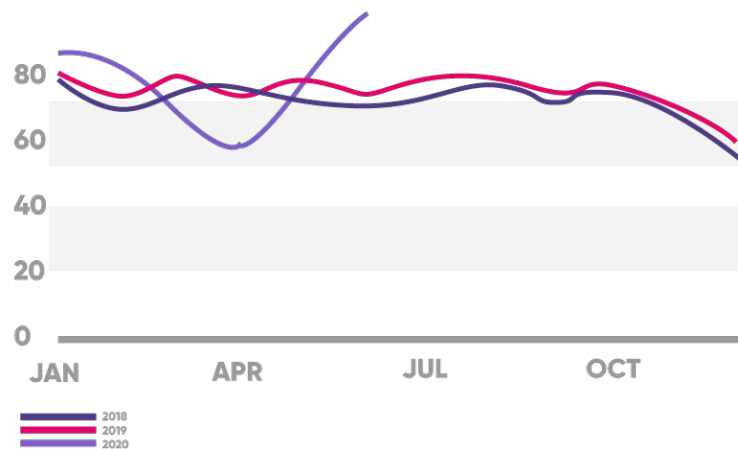
"Thank you essential workers"

Past week, World



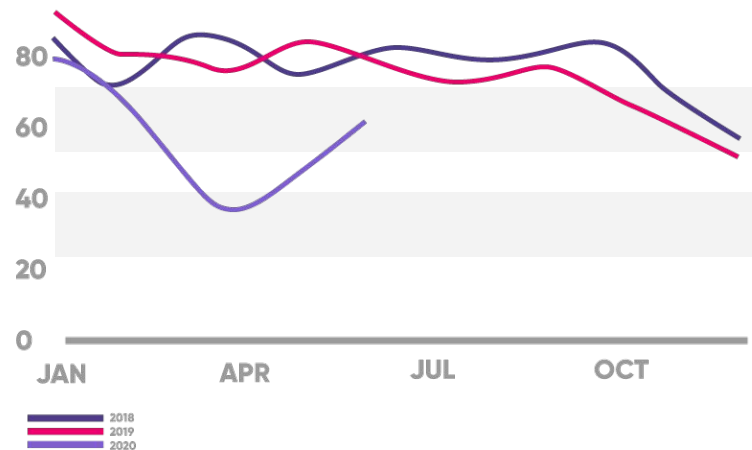
SEARCHES

How many searches performed



IMPRESSIONS

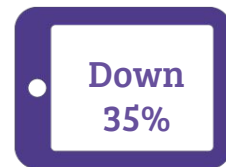
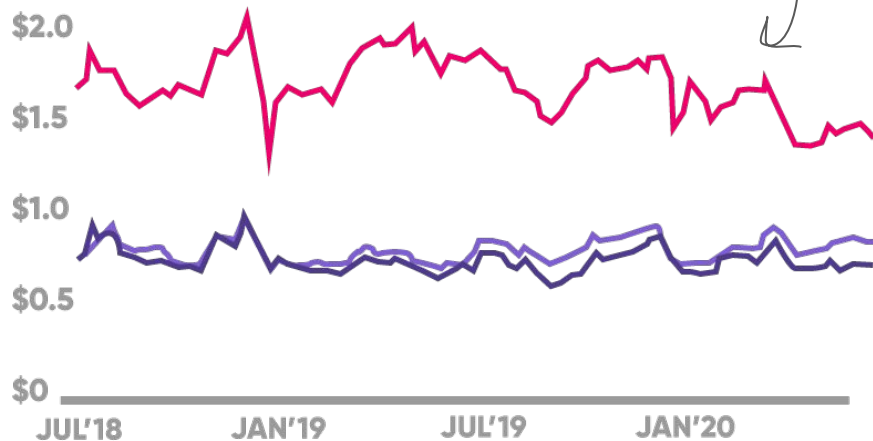
When that Ad. is seen



Cost Per Click

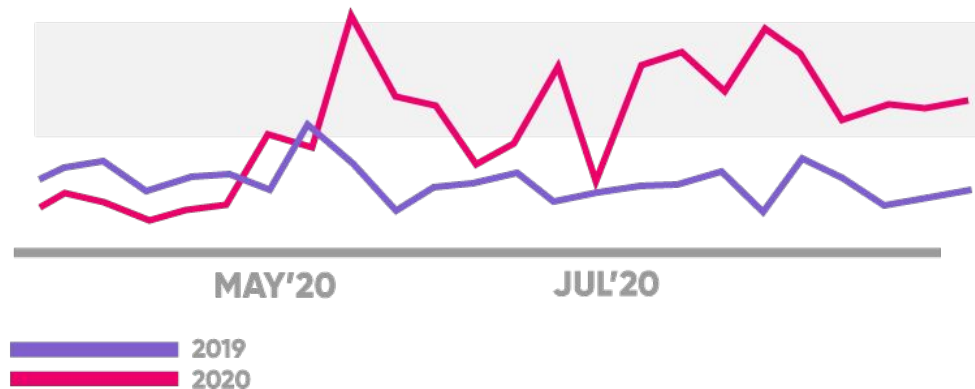
How many searches performed

CPC Grew 5% YoY
CPC Was \$0.93 in Q2 2020



Real life data...

What are we seeing?



Property valuation
forms submissions
UP 148% YoY

Real life data - PRE Lockdown

What are we seeing?



An increased demand in **property search** at the beginning of 2020.

Users are up 20% YoY pre-COVID.



Lockdown had a negative impact on the property market with **website users down by 37%.**

Picking up towards May, where most website have introduced online viewings.

Real life data - POST Lockdown

What are we seeing?



The market has picked up reasonably quickly with **website users UP 12% YoY**. A clear growth is witnessed throughout August in particular.



A positive recovery with **94% uplift** in **website users** when comparing lockdown Vs post lockdown.

Real life data - Lockdown vs POST Lockdown

What are we seeing?

| Search Query | Last 3 Months Impressions | Previous 3 Months Impressions |
|--------------------|---------------------------|-------------------------------|
| property valuation | 8,417 | 6,924 |
| house valuation | 5,285 | 4,873 |
| home valuation | 2,389 | 2,084 |

7% of UK brands are investing more in marketing.

29% of respondents claimed their approach was to 'stay the course' by keeping budgets at a steady level and 50% revealed they were cutting marketing budgets

55% of British consumers think brands are taking advantage of the pandemic

*It's even more important that brands who target them are **authentic** in what they communicate during the coronavirus crisis.*



Mentality

Sleeping **GIANT**
media

RE - STARTUP

VIDEO



N. L. P.

Neuro Linguistic Programming

Communication strategy relating to thoughts, **language** and patterns of behaviours learned through experience and specific outcomes

BOUNCE BACK LOANS

LAUNCH TODAY

Bounce Back Loans

100% government guarantee
Provides loans between £2k and £50k
Any business can apply for loans worth 25% of turnover,
up to a maximum of £50k

GET HELP > PROTECT YOUR BUSINESS > SAVE JOBS

Securing finance for Covid-19 recovery

Advice from the experts



Bounce Back Loans

Borrow between
£2,000 and £50,000

12 months interest free

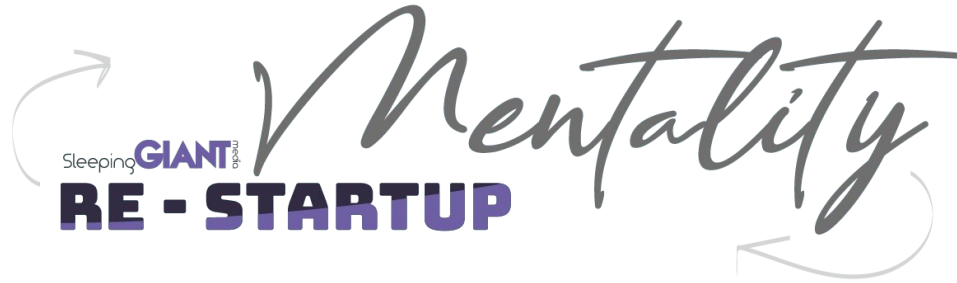
100% Government
backed

N. S.
CHANCELLOR

#BoostYourRecovery

Covid-19 and Government Recovery Plans

Friday, July 3



Unknowns/opportunities

Flip the unknown into hunting new opportunities

New things / Learning

Discover and learn new skills that have been barriers to awesomeness before.

Bulletproof Confidence

Balanced with authenticity and vulnerability, but positively reinforce your actions.

Speed of change/adaption

Adapt first, move quickly

Failure/Fail Fast

Learn as you go, accept new norms, learn lessons quickly.

Laser Focus.

Understand your objective and don't get derailed! Put the PS4 away!



We can choose how we approach the next stages

Back - Forward

Recovery - Reinvent

Return normal - Create the new world

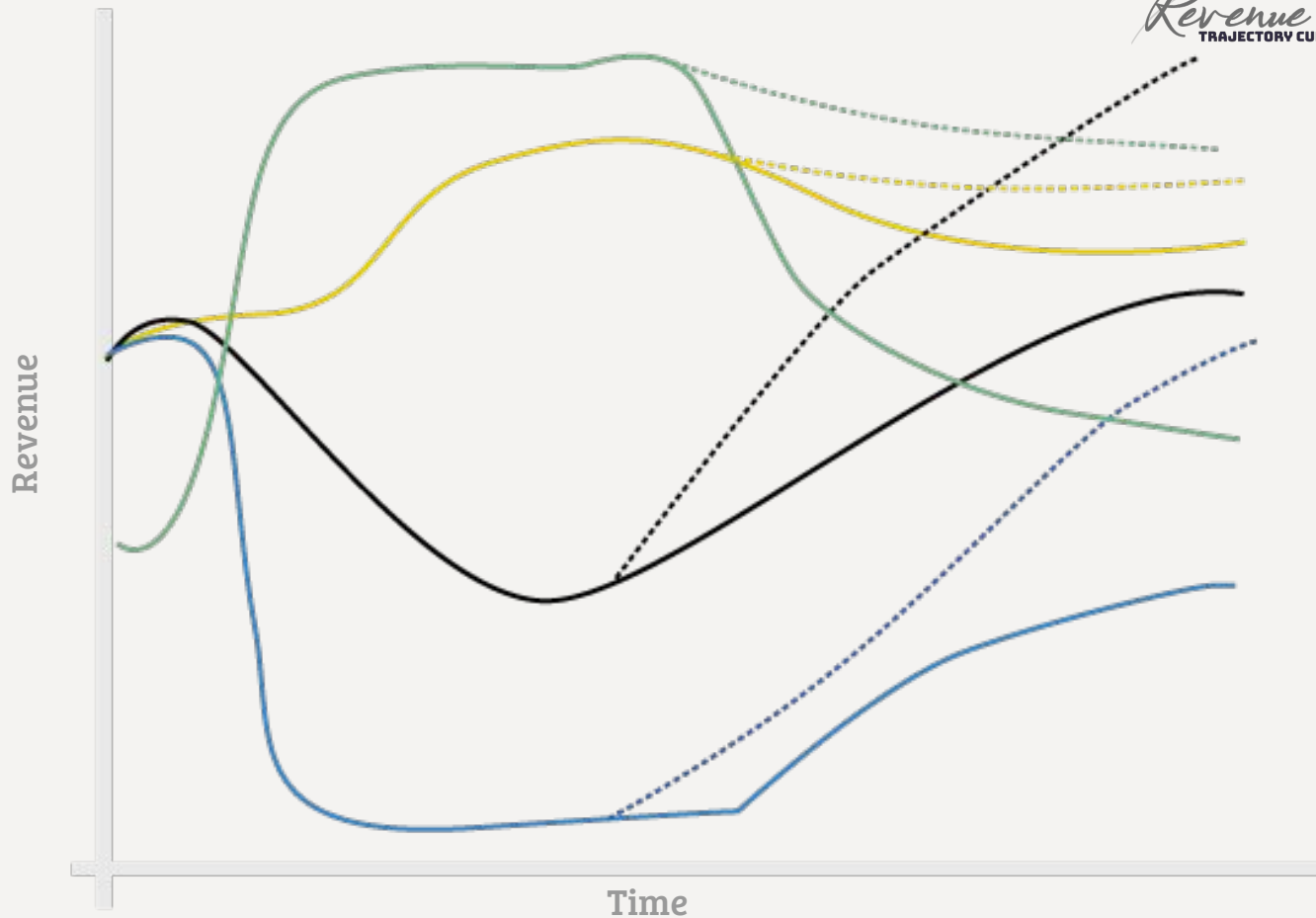
The logo features the word "the" in a small, lowercase, cursive font. To its right is the word "Revenue" in a large, elegant, cursive script. A thin, light gray arrow starts from the bottom left of the "R" in "Revenue", curves upwards and to the right, passing behind the word, and ends with a small arrowhead pointing towards the top right. Below "Revenue" is the phrase "TRAJECTORY CURVE" in a bold, uppercase, sans-serif font.

the **Revenue**
TRAJECTORY CURVE

Understanding the **Curve**

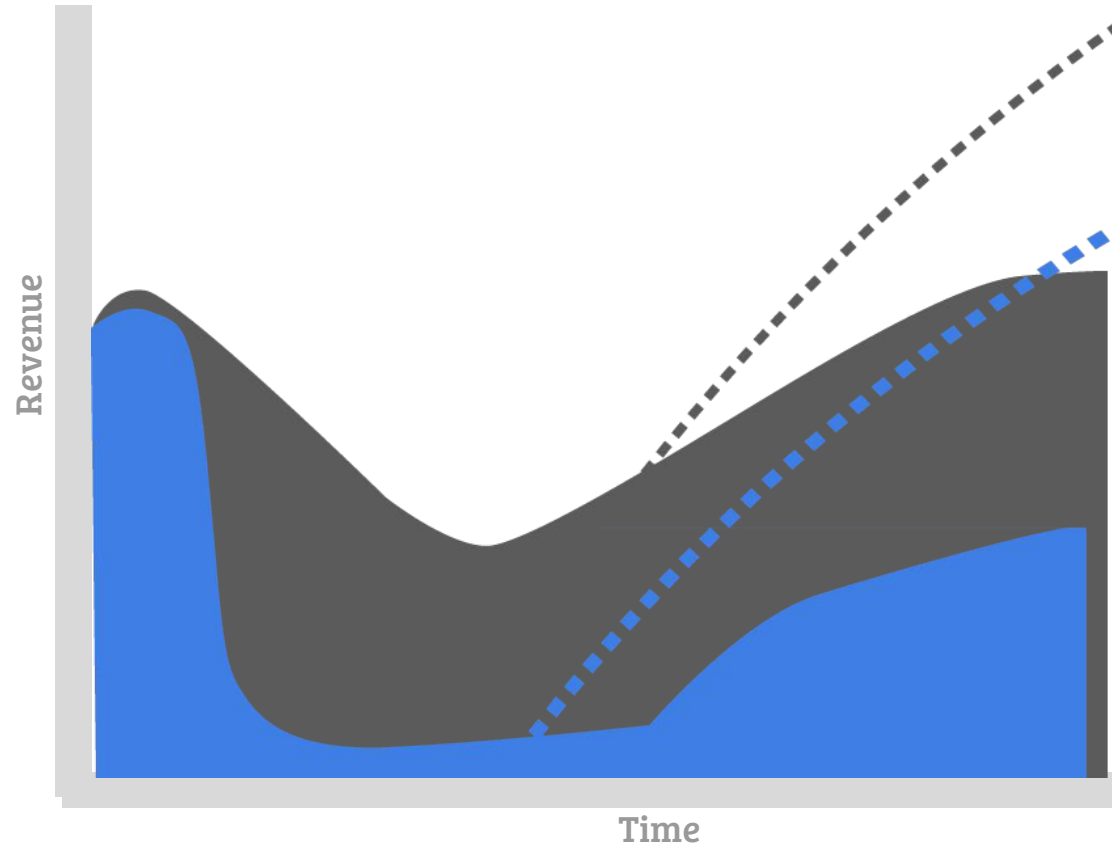
Company Impacts

U/V curve - Black line
Hard hit - Blue line
New Normal - Yellow line
Overnight hit - Green line



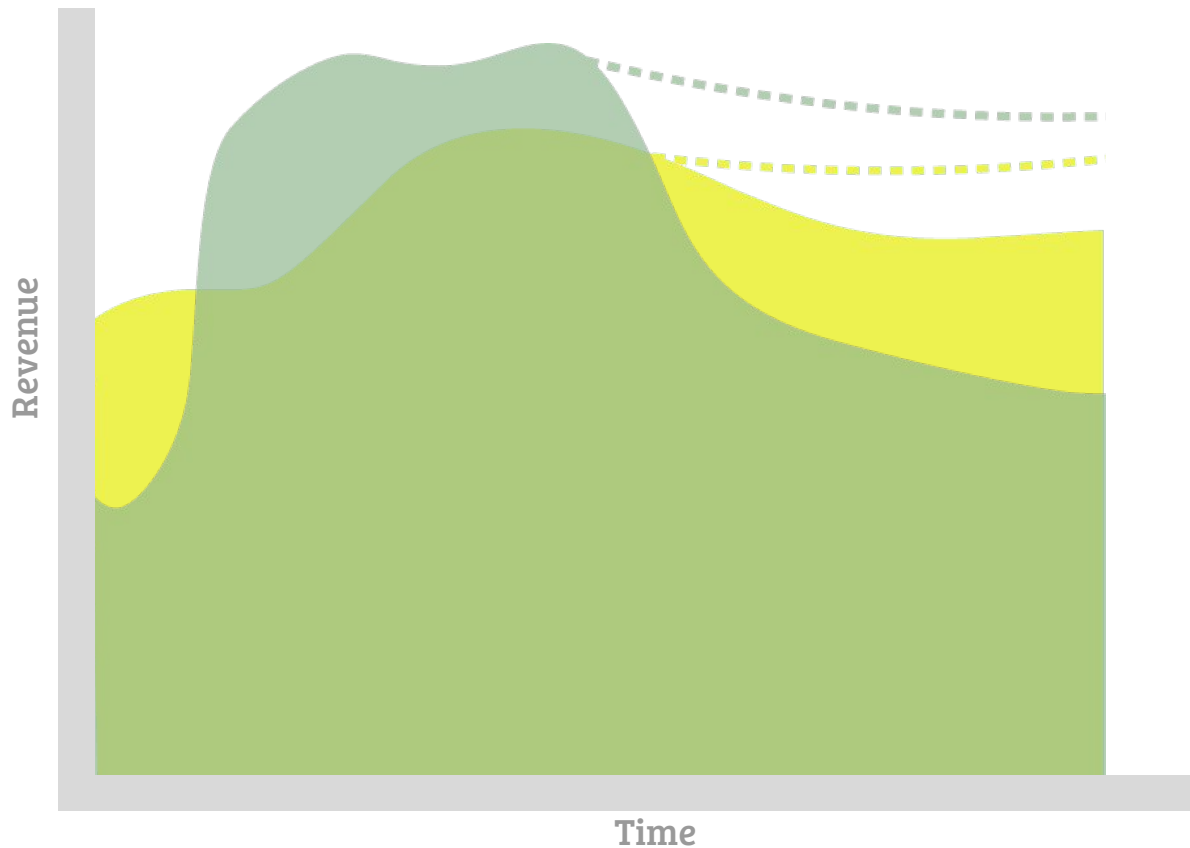
Company Impacts

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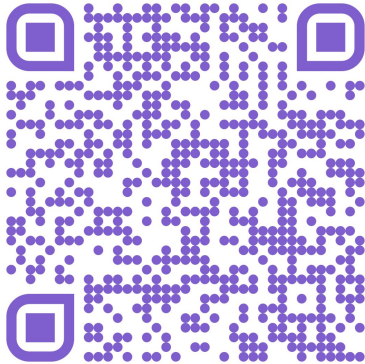
Company Impacts

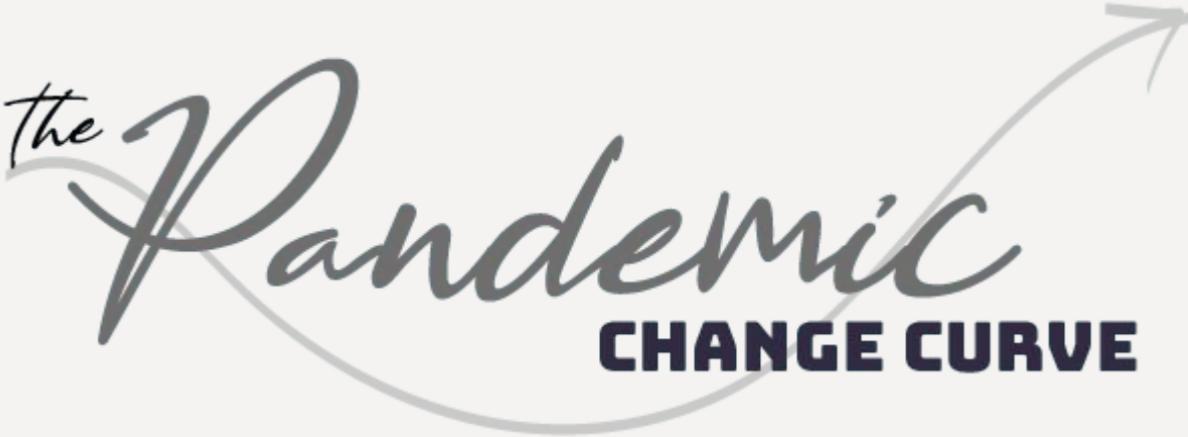
New Normal - Yellow line
Overnight hit - Green line



Our documents for understanding your marketing options

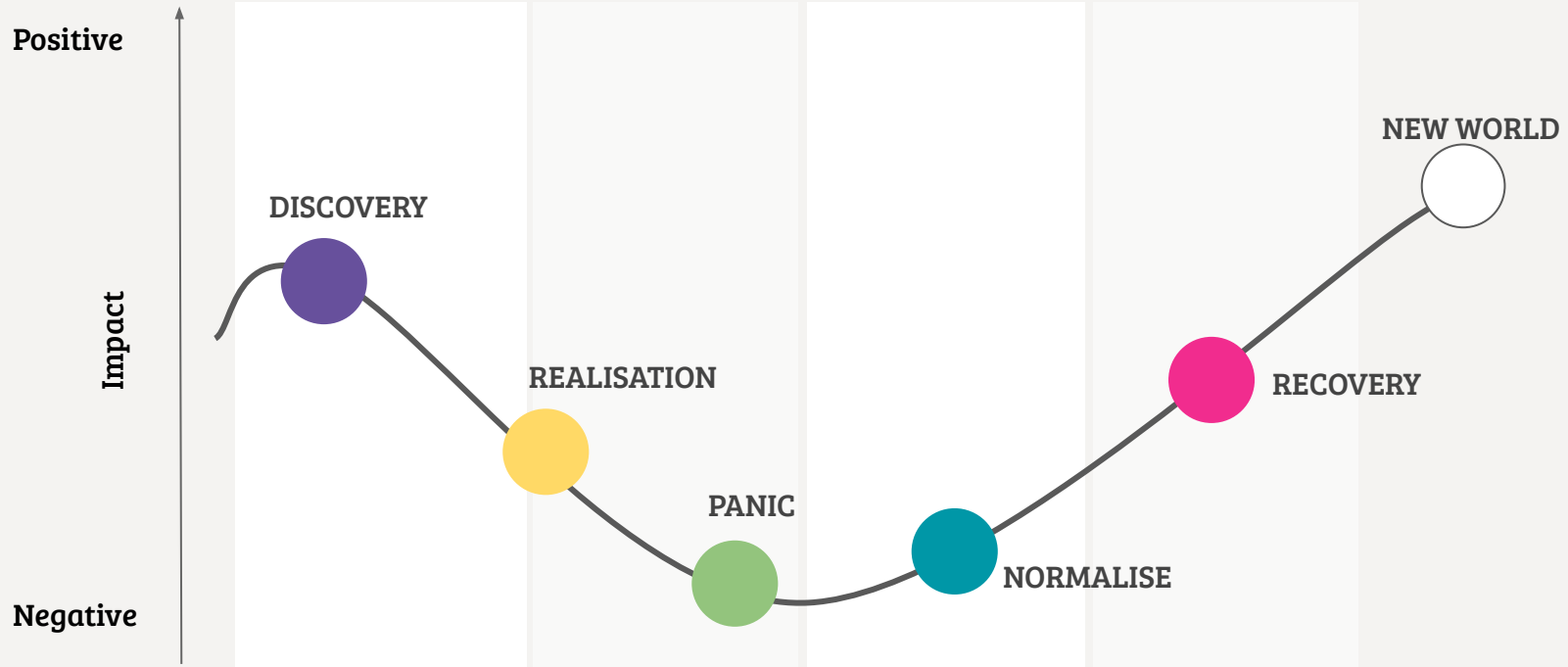
Scan this...





the **Pandemic**
CHANGE CURVE

Pandemic Trend Curve (un-official)



What behaviours will change?

How will that impact my business?

Where are the opportunities?

An Exercise to take away

What behaviours will change?

- Less commercial office space used due to more wfh
- Teams not wanting to be in the office
 - Clients expectations for digital communications

How will that impact my business?

- Possible shift away from larger city office space
- Working from home policies and service delivery
 - Virtual tours and improved digital service

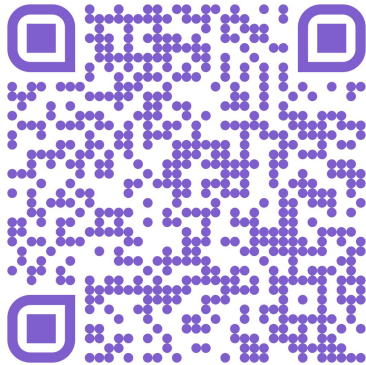
Where are the opportunities?

- Expand offering to include more regional properties
- Using technology to promote remote culture
- FAQ's relating to virtual tours, the change in service

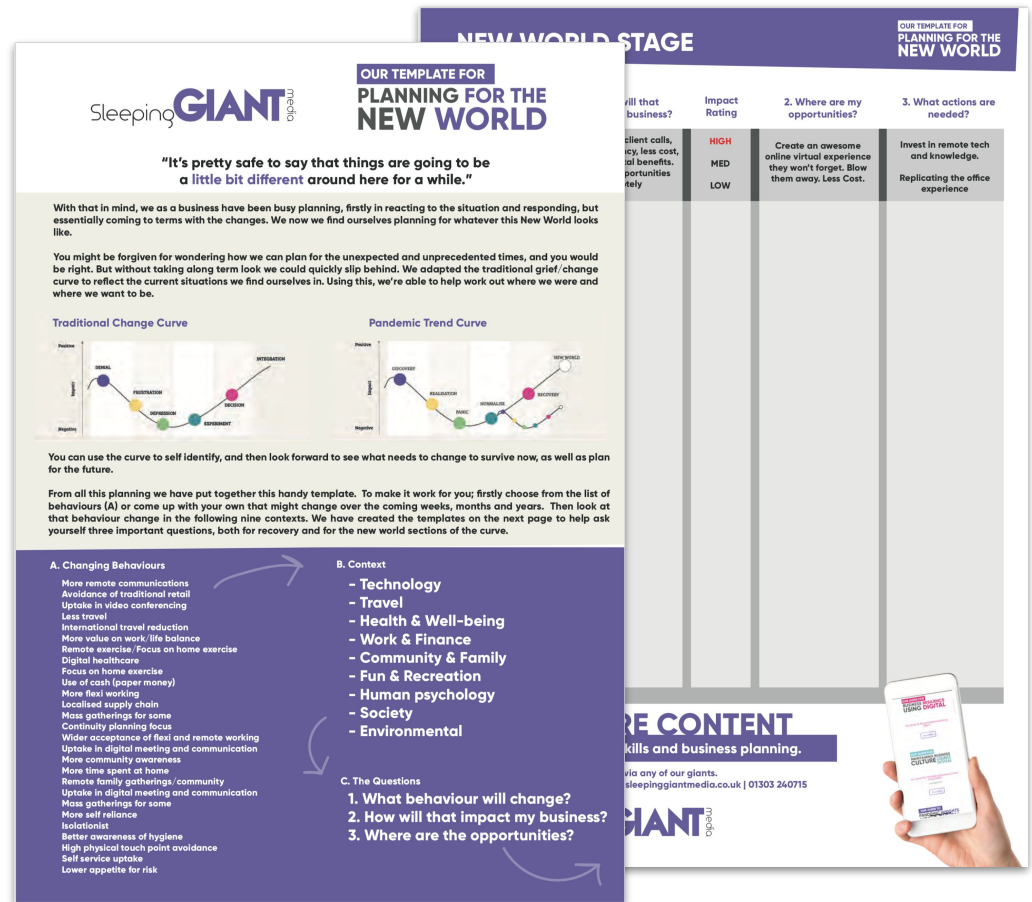
An Exercise to take away

Our Templates / for planning for the new world.

Scan this...



<https://www.sleepinggiantmedia.co.uk/re-startup-mentality-property-academy/>



1. Authenticity & Validity
2. Safety & Compliance
3. Personal & Brand Values

Authenticity & Validity

The desire for our audience to be able to check the service or product we offer is of value and quality, but to also use the opinions of other humans more to make those decisions.

Changes to Brand & Marketing:

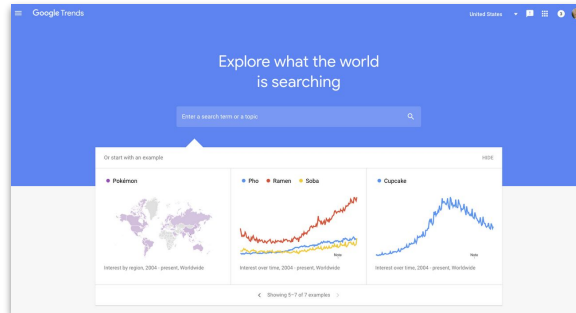
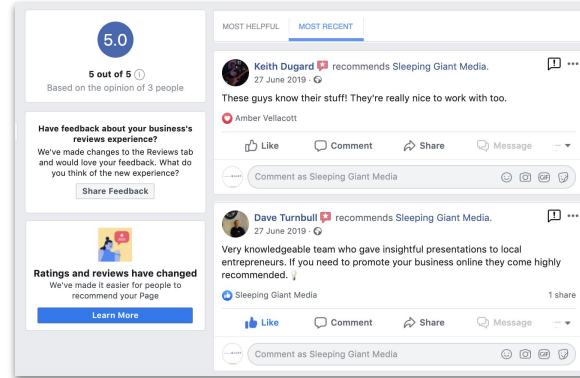
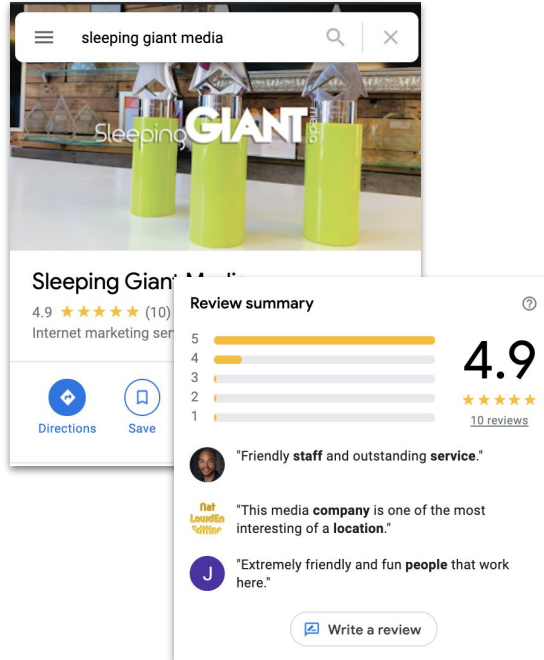
- **Living your business/social values** not just saying them (ie make the world a better place, carbon impact, equal rights, fair trade, charitable causes)
- Representing your **audience's views**
- Increase in **Human to human** content with trust factors, (ie Video testimonials and case studies)
- **Human identity** over business (more to come on that)

Authenticity & Validity

In fact, 92% of consumers are more likely to purchase a product after reading a positive online review.

So, don't just pat yourself on the back the next time you get a five-star review; Make sure everyone knows how good a job your company is doing.

Authenticity & Validity Examples



Authenticity & Validity Tools



Google My Business



Facebook



Social Groups
(communities)



Google Trends



Trip Advisor
Reviews



Yelp Reviews

Health/Safety & Compliance

A more health and safety and conscious audience, making decisions on factors that impact themselves and their families health and wellbeing.

Changes to Brand & Marketing:

- Demonstrating an understanding of a **users change in search habits**, terms. 'Safe family days out' 'Social Distanced Pubs'
- Being **socially aware** of responsibility to workers and customers
- Increase in use of Google/Facebook for factual **H&S information/research**.
- Brands to **reassure fears through visual content**. Real life examples of compliance.
- First in the sector to declare - '**Ready and back to normal**'. Be warned



social distancing house viewings



Settings

Tools

About 369,000 results (0.31 seconds)

[www.knightfrank.co.uk](#) › covid19-advice-on-the-prope... ▼

Coronavirus COVID-19: Advice for property buyers - Knight ...

Provided **social distancing** rules are followed, estate agents are permitted to open, **viewings** can be carried out and removal firms can restart operations. Who can ...

[www.homesandproperty.co.uk](#) › property-news › housi... ▼

Housing market: home moves allowed in England and estate ...

13 May 2020 - How post-lockdown **house viewing** could look as **property** market reopens ... with strict **social distancing** guidelines in place, as the Government ...

[www.propertymark.co.uk](#) › selling-your-home › covid-... ▼

Property viewings and moves in light of COVID-19 ...

23 Jun 2020 - People who were in the process of **selling their house** and moving to a new home ... In all instances it is important to adhere to **social distancing** ...

● covid friendly
Search term

+ Compare

Worldwide ▼

Past 12 months ▼

All categories ▼

Web Search ▼

Interest over time ?



Personal & Brand Values

A more health and safety and conscious audience, making decisions on factors that impact themselves and their families health and wellbeing.

Changes to Brand & Marketing:

- **People sell to people**, but buy from businesses. Meaning you need to have personality and personal brand
- Personal branding must be **anchored to something more concrete**, otherwise you promote many cheerleaders, but not many clients.
- **Greater use of Video**, (and overall increase in content marketing) for learning and inspiring action. To introduce yourself, or to propose new ideas, for key messages. Should be planned for and optimised.

So what content types are available to me....



Sleeping Giant Media | www.sleepinggiantmedia.co.uk

Should Companies Focus on the customer or focus on the money?

Published on June 7, 2019



Luke Quilter

Tune in to the Business As Unusual Show 🎧 CEO 🏠 Digital Marketing, Business and Vistage Speaker 🗣️

5 articles

✓ Following



5 Books I Read To Get Ahead

Published on June 28, 2019

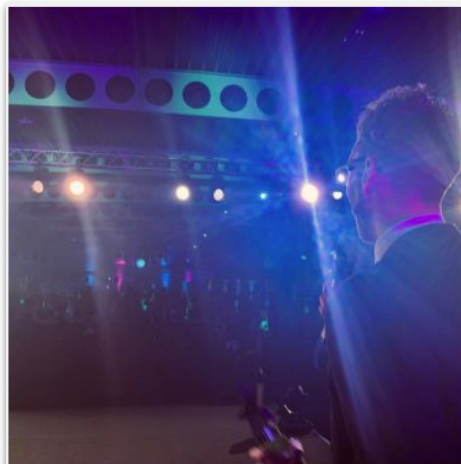


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5 articles

✓ Following



Tonight @lukequilter took to the stage at the 2019 KEIBA Awards, and laid down a challenge... . To quote; "Next year we are coming back but we are only coming for one award. We welcome any business here to come at us and challenge us. If we lose, we will donate £500 to a charity of your choice. The award? The Commitment to the Environment Award' 🌱 . Bring it on in healthy competition whilst making a giant change to the way we think about our impact on the planet! 🌍 . [#gogiantgogreen](#) [#environment](#) [#green](#) [#eco](#) [#savetheplanet](#) [#businesskent](#) [#challenge](#) [#businesslife](#) [#agencylife](#) [#agency](#) [#statement](#) [#quote](#) [#sustainability](#) [#noplastics](#) [#gianttowers](#) [#keiba2019](#) [#thankyou](#) [#ecofriendly](#) [#ecobusiness](#)



Yep, an entire adult Kangaroo...’s worth of weight... of rubbish. *ahem* We did a litter pick in Folkestone, and we picked up the equivalent of an adult kangaroo. 🦘



Go Green Business Community

👤 Listed group

Key Takeaways

1. **Bouncing back, or aiming for** recovery isn't going to be enough in the new world
2. **The only certainty is uncertainty** use the models to help you be prepared and react quicker
3. **Marketing in the sector (and most others) will have changed**
More online, more authenticity, more personal

something
exists



Luke Quilter

CEO Sleeping Giant Media & Giant Campus



Luke Quilter



@SleepingGiantM



Sleeping Giant Media



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Sleeping **GIANT** media

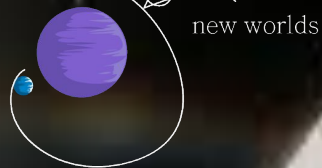


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new rule book



new worlds