

# Marketing in the COVID-19 Era

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# Webinar Objectives

**Objective #1** Understanding how to better target customers' explicit and implied needs – more effectively promote your product or service benefits and build business market share.

**Objective #2** Ideas for repositioning your products and services in order to meet your customer's changing demands due to the COVID-19 pandemic.

**Objective #3** How to change the marketing message to consumers instead of changing existing marketing channels.

# Features, Implied Needs, Explicit Needs

## Features

Information and facts about the product. They are easily replicated by competitors. Generally, the first step in the purchasing process for customers.

## Implied Needs

Customer needs generated when the consumer is attempting to resolve some type of problem, difficulty, or dissatisfaction with a current product or service they are using.

## Explicit Needs

Customer needs generated when consumers have strong “wants” or desires that a product or service must provide over the lifecycle of product or services they purchase.



# Understanding Product/Service Benefits

## Type A Benefits

Benefits that show how a product or service can be used to help the customer complete the job task. Type A benefits are known as **implied needs**.

- Commonly referred to as *advantage benefits*

## Type B Benefits

Shows how the product or service meets a customer's **explicit needs**.

- Often simply referred to as *benefits*



# Two Important Distinctions

**Type A benefits** – driven by a product's actual performance.

- Meets the customers' immediate expectations of how the product or service will perform once purchased,
- easily replicated by competitors in the marketplace,
- tends to give a short-term boost to sales revenues.

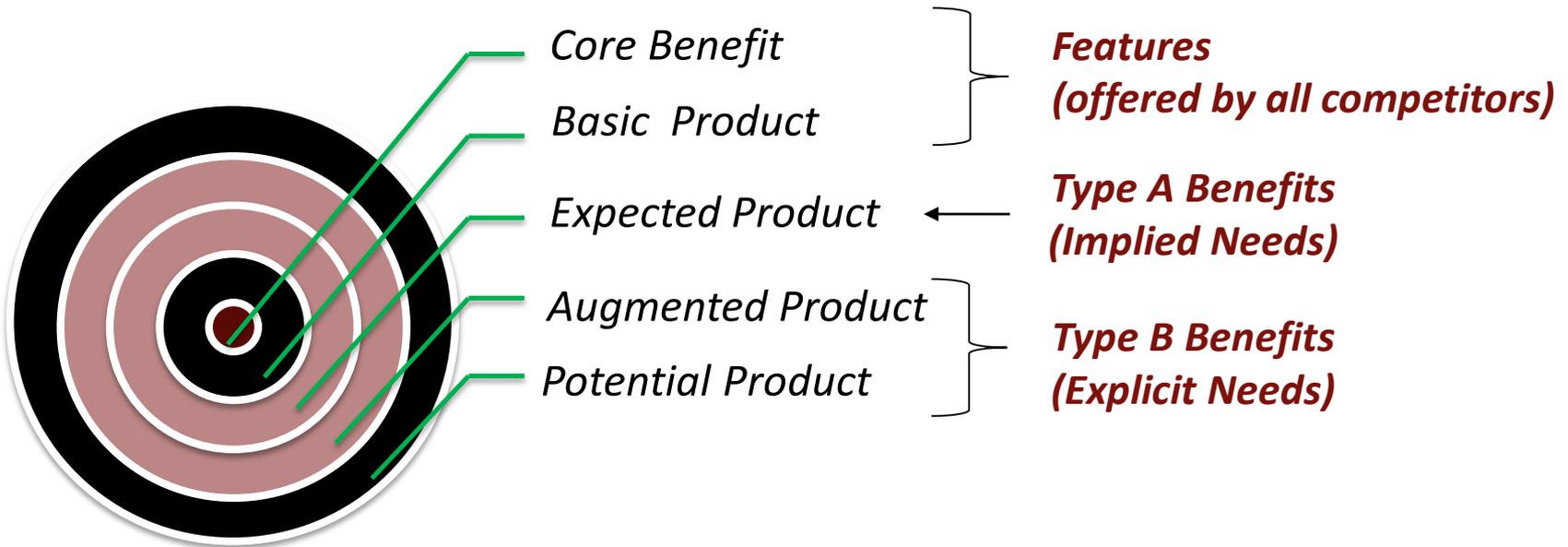
**Type B benefits** – provides insight into long-term purchasing behavior.

- Uncovers customer behaviors and attitudes that tend to support stronger customer loyalty for a company,
- tends to meet customer expectations post sale,
- tends to be key reasons why customers switch to new brands and services.



# Connecting Features, Implied & Explicit Needs to Products

## Product Levels

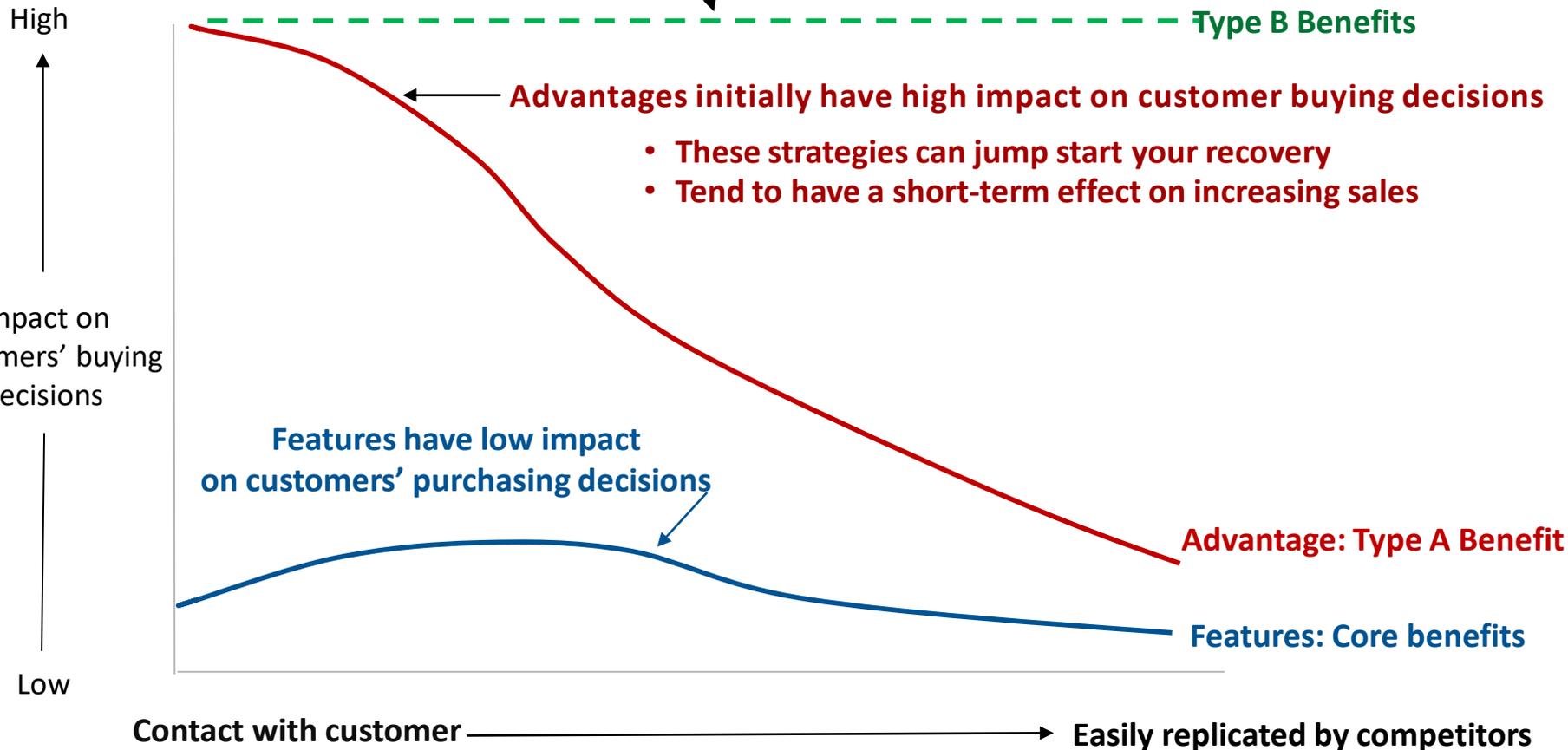


Source: Phillip Kotler (2016)  
Marketing Management

**Rapid recovery for your business starts  
at the implied needs level of your product line.**

# The Impact of Type A & B Benefits on Customers

**Consistent high Impact on customer buying decisions**  
Strategies designed to retain long-term customer loyalty

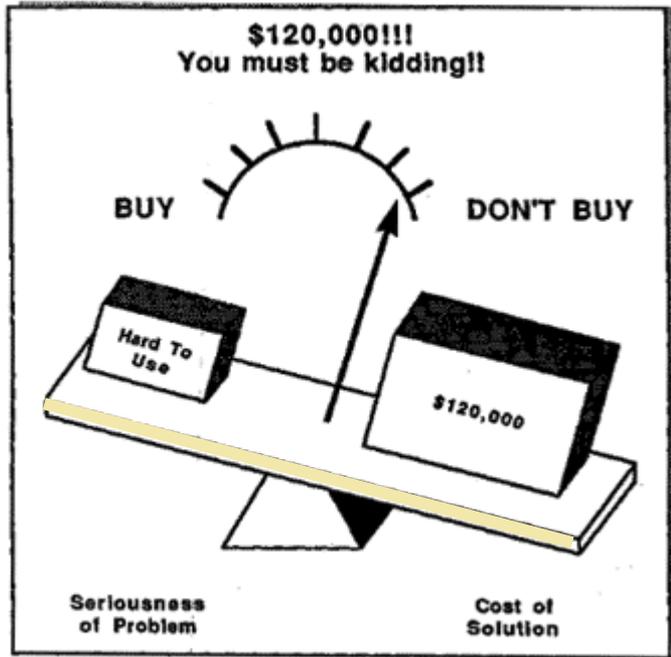


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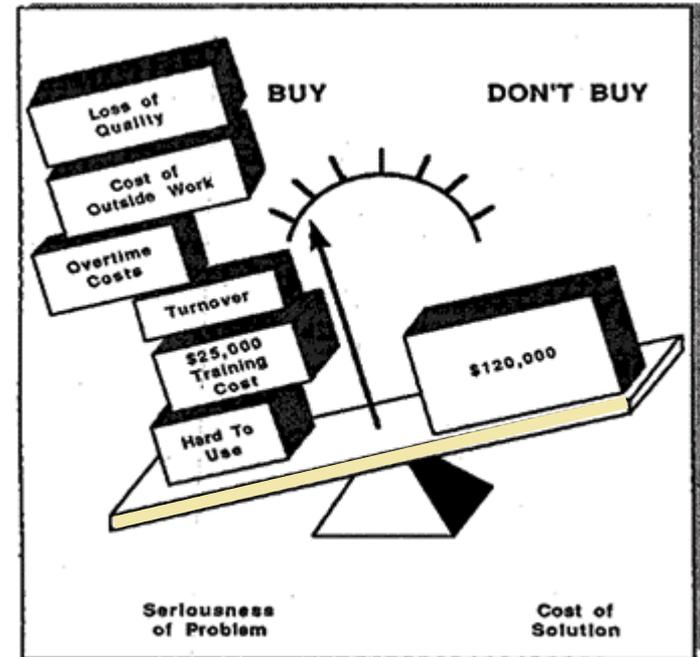


# Example: Type B Benefits Build Value

Type B benefits (explicit needs)  
**NOT** met by the product or service.



Type B Benefits (explicit needs)  
**ARE** met by the product or service.



**Important!**

Implied needs produce sales but tend not to build long-term customer loyalty.



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# Example: Type A Benefit (Implied Needs)



## Allbirds Men's Wool Runner Mizzles

Our weather-ready sneaker made with wool and Puddle Guard™.

Allbirds shoes: <https://www.allbirds.com/>



## 2021 Toyota Avalon All- Wheel Drive

Ready to help get you there in style. Thanks to its **impressive all-wheel-drive performance**, you can get there with peace of mind. Wherever you go, you'll create an undeniable presence with its **striking design, intelligent tech and refined interior**. Get ready to take on any challenge that comes your way, no matter where your drive takes you.



# Example: Type B Benefits (Explicit Needs)



## TORO SmartStow Mower

Fits nicely into small spaces. Simply add oil, never change it.

[https://www.torodealer.com/en-us/Pages/ProductDetails.aspx?pid=21386\(Toro\)](https://www.torodealer.com/en-us/Pages/ProductDetails.aspx?pid=21386(Toro))



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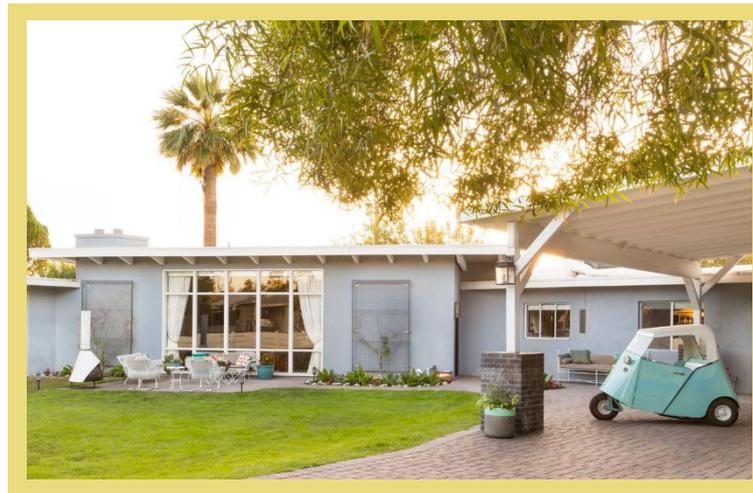
- Type B benefits have a strong positive effect on customers' purchasing decisions.
- Most effective for building brand loyalty and attracting customers.



# Is this an Implied Need or Explicit Need?

## W.S. Journal Article— Why America Is Rediscovering the Social Front Yard

For decades we've burrowed into the privacy of our back gardens. Now, sheltering in place has us moving those patio chairs so we can snatch a moment of human connection.



## Benefits

- Connecting with neighbors— the silver lining of these shelter-at-home orders.
- Customers seek to be open & accessible to neighbors because their street has a real community feel to it.
- How better to participate in drive-by birthday parties, baby showers and high-school graduations?



# Type A Benefits Likely to Convert to B Benefits

**Advantage Benefits (implied needs) likely to remain for restaurant consumers after COVID-19 subsides.**

- Increase in delivery services will remain. Customers will expect a more elite experience from this sector of service moving forward post COVID-19.
  - For example, expanded take-out/delivery for fine-dining/chef-driven brands/foods.
- Curbside pick-up will become more popular.
  - A key benefit is the food is hotter and fresher than delivery and there is no delivery person handling it.
- Increased domestic offerings, with less emphasis on exotic types of cuisine.



# How Type A & B Benefits Can Build Market Share

**Imagine this**— one of your regulars walks into the restaurant. After placing themselves on a virtual waitlist at their apartment, they drive over **knowing the host will seat them upon arrival.**

← **Type B Benefit**

As they sit down, they read a card on the table that states, “Scan this image for access to our digital menu.” **Once they scan the QR code on their mobile phone, they are able to view the full menu,** place an order where they add a dairy allergy note for the chef, and **pay for the meal** at the click of a button, without interacting with a server or touching a physical menu.

← **Type A Benefit**

← **Type A Benefit**

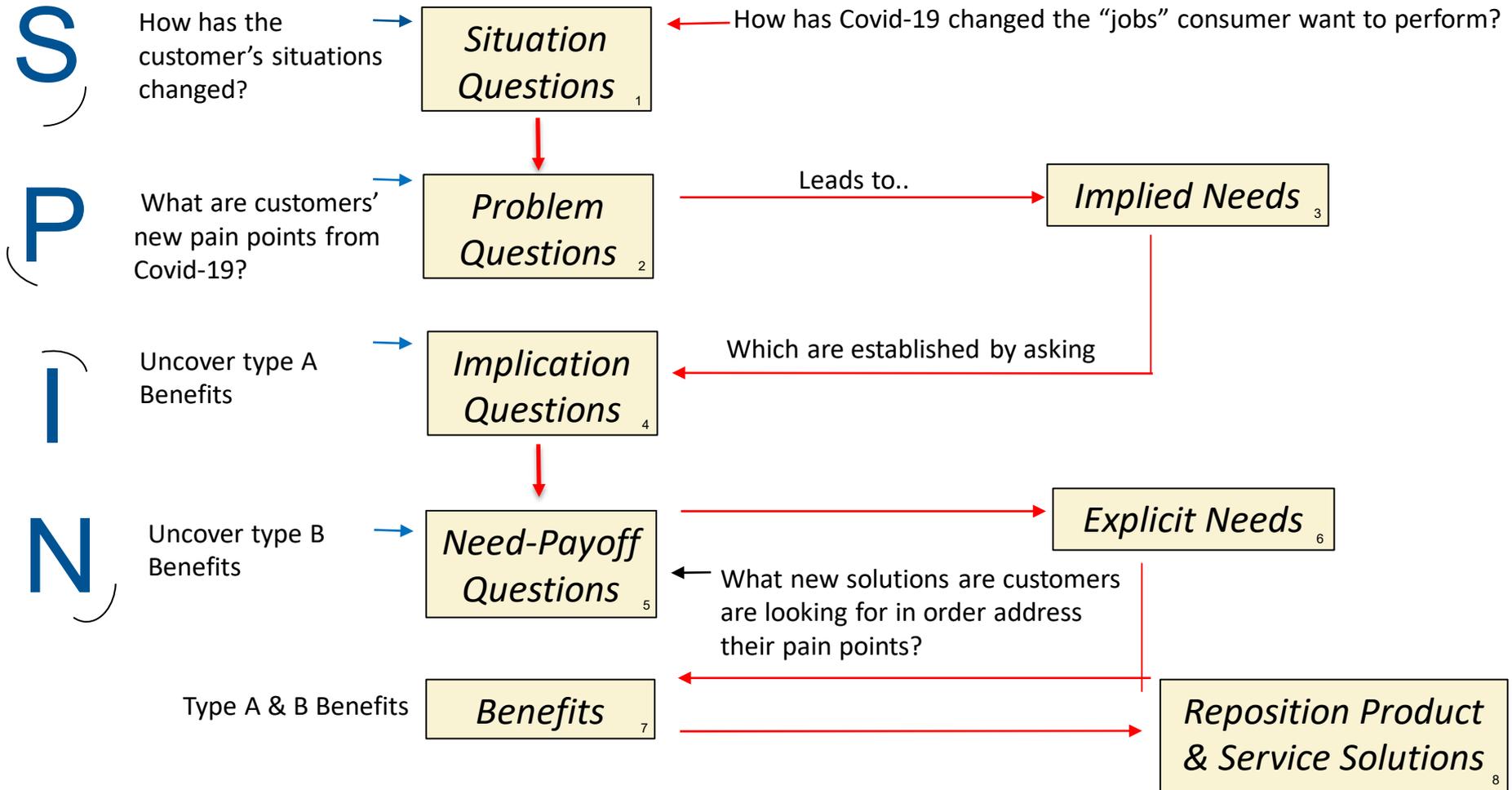
**They’re done with their food and drink. They stand up & walk out.** From there, **your restaurant can seat new people off of your waitlist, adding an extra turn (and more revenue)** for the restaurant.

**Increased long-term revenues & market share for the firm.**



# **A Path to Building Market Share for Your Business**

# Method for Identifying Product/Service Benefits



# Repositioning Benefits to Meet Customer Demand

## 30 Day Return Policy

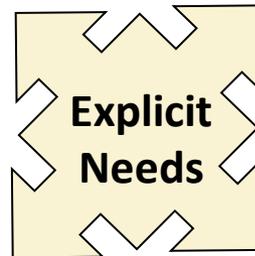
### - Even if you've worn them out in the wild!

- Hassle free purchase experience.
- Security in purchase. "I get to try it and return it, no questions asked."



## All Season Shoes

- Works with my multi-seasonal wardrobe.
- Maximizes my closet space



## Customizable shoes

### - Multiple options & colors

- I want to make a fashion statement to my friends and family (Fashionistas).
- I want my shoes to reflect my daily attitude or mood.



## Worn Without Socks

- Looking for a sophisticated but casual look in my wardrobe.
- Long-term odor control. Minimal washing needed.



# Use a Positioning Map to Identify Differentiation

Security in purchase

Provides insight into how you can reposition your product line solutions.



boohoo



Sophisticated casual look

Fashionistas

MANGO

Wolf & Shepherd



MANGO

Maximize Closet Space



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# Building Market Share in the Covid-19 Era

## Tips for a B-B Organization

**Think about your customers' customer.** How have their demands changed due to Covid-19? This will provide insight into the needs of your B-B customers.

- In your **current marketing channels**, start emphasizing how your current solutions can provide value to your customers' new implied & explicit needs.
- Use advantage benefits to **jump start** your sales engine.

## Tips for a B-C Organization

Reevaluate your customer's purchase experience. How well do your current marketing channels (brick/mortar, online, etc.) **connect with customers new explicit needs?**

- **Change the message** in your current market channel to emphasize how you cater to your customers explicit needs.
- Use advantage benefits to **jump start** your store and online traffic.

# Wrap-up....

- Change your message to your customers' first before reconsidering new marketing channels.
- Gain the attention of existing and new customers by focusing your marketing message on a combination of implied and explicit needs.
- Remember, implied needs drive customers to your business. Explicit needs keep them coming back to buy your products and services.
- Advantage benefits tend to boost sales in the short-term.
- Benefits (type B) provide the foundation for your company to build its' brand image with customers and generate repeat business.