

At SheSpeaks, we have been thinking about how brands should manage influencer marketing during this time. To help shape our thinking, we've taken in the perspectives of consumers, influencers, and marketers, and have run two consumer surveys in the past week.

How The Consumer Is Adapting

Consumer behavior is changing rapidly in response to COVID-19. In our surveys, we've seen:

Consumers are Online and at Home

- +37% time spent at home
- +38% frequenting news websites
- +25% of time on social media

The Consumer is Anxious

75% of consumers report feelings of anxiety

Shopping is Changing

- +22% increase in shopping online
- 71% avoiding/plan to avoid shopping malls
- 73% WON'T avoid grocery/warehouse stores

Attitudes are Changing Quickly

In just three days, consumers reporting that their lives had changed went from 39% to 57%

Should Brands Run Influencer Campaigns Now?

We believe influencers are uniquely positioned to help brands in these difficult and changing times for four reasons:

1. Influencers are where the consumers are, on social channels, often already in their networks
2. Influencer programs can be deployed quickly, so brands can develop and deliver messaging that is responsive to rapid changes in consumer behavior
3. Influencers are one-stop shops, and can create and deliver content when more complex production is not currently feasible
4. Influencers are businesses too – they are eager to work with brands, and are being increasingly flexible on terms and deliverables.

Here's What You Should Keep In Mind

When creating influencer content, consider consumer sentiment and create thoughtful, tailored messaging. Here is some of what marketers need to keep in mind:

Family First & Focus On Family Groups

Focus family groups at home vs. large groups outside of the house. Be mindful of showing people in physical contact.

We're All Figuring This Out

Brands should acknowledge the new normal, and help consumers learn to adapt through purposeful and instructive content.

Online Is Where It's At

Consider including links where consumers can purchase product online.

Focus on Grocery & Warehouse

Grocery/wholesale clubs should be the primary focus areas as shoppers are still frequenting these stores.

If you have questions on how your influencer marketing activities should change during this time or to get the full results of our Coronavirus studies, **please email missy@shespeaks.com**.