

KEY

■ ■ ■ ■ Colored - buyer actions

■ Black - how to market

Recession Planning Tool

How to Pivot Your Marketing to Changing Buyer Behaviors

		Risk of sales downturn			
		Lowest	Low	Medium	High
		→	→	→	
		Essentials (can't live without it)	Justifiables (indulgence that can be justified)	Postponables (can be pushed off)	Expendables (unnecessary or unjustifiable)
4 Segments of Buyer Behaviors	Slam-on-the Brakes	<p>Will seek lower cost product and brand substitutes</p> <ul style="list-style-type: none"> – Promote existing low-cost value products/services – Promote smaller pack sizes/service options for less money – Introduce new low-cost value products/services 	<p>Will deeply reduce or eliminate treats or seek lower-cost substitutes</p> <ul style="list-style-type: none"> – Hold prices down – Advertise as “you deserve it,” a small indulgence 	<p>Will put off all durable purchases unless forced to make emergency replacements</p> <ul style="list-style-type: none"> – Promote differed or future payments, layaway plans, low-cost financing – Promote exceptional deals – Challenge penny-wise behavior 	<p>Will eliminate purchases in this category</p> <ul style="list-style-type: none"> – Continue brand awareness advertising to not be forgotten – Offer branded educational content for alternatives in the meantime
	Pained-But Patient	<p>Will seek out favorite brands at lower prices but settle for cheaper, less preferred alternative; will stock up on good deals</p> <ul style="list-style-type: none"> – Promote lower priced options – Promote bonus packs to encourage stockpiling – Emphasize dependability of branded products or services 	<p>Will cut back somewhat on frequency and quantity and emphasize value</p> <ul style="list-style-type: none"> – Reward loyal customers – Advertise products as morale raisers – Advertise products as affordable alternatives to more expensive luxuries 	<p>Will delay major purchases, repair rather than replace, seek value and low ownership costs rather than extra features and negotiate</p> <ul style="list-style-type: none"> – Promote simpler models at lower price – Promote repair/service options 	<p>Will deeply curtail items they consider expensive</p> <ul style="list-style-type: none"> – Continue awareness advertising – Offer branded educational content for alternatives in the meantime
	Comfortably Well Off	<p>Will continue to buy favorite brands at pre recession levels</p> <ul style="list-style-type: none"> – Minimize changes to show brand security and to reassure/ build confidence 	<p>Will be more selective in purchasing luxuries</p> <ul style="list-style-type: none"> – Emphasize outstanding quality – Advertise as a product you deserve because you are successful 	<p>Will seek better quality for the price; will negotiate harder at point of sale</p> <ul style="list-style-type: none"> – Promote savings with buying now – Promote what they're “missing out” on by postponing 	<p>Rarely regards any purchase as unjustifiable but may reduce the most apparent items in this category</p> <ul style="list-style-type: none"> – Promote benefits and “you can't live without it”
	Live for Today	<p>Will continue to buy favorite brands at pre recession levels</p> <ul style="list-style-type: none"> – Minimize changes to show brand security and to reassure/ build confidence 	<p>Will continue to buy favorite brands at pre recession levels</p> <ul style="list-style-type: none"> – Offer convenience – Promote opportunity to seize the moment 	<p>May buy if there is a great deal; otherwise may postpone</p> <ul style="list-style-type: none"> – Offer bulk or bundled discounts – Promote quality-of-life benefits of buying now 	<p>Is reluctant to regard any purchase as unjustifiable; but may not increase consumption</p> <ul style="list-style-type: none"> – Promote exciting new products – Promote as “must have”