



Digital Tools to Help Weather the COVID-19 Crisis

In the span of just a few weeks, COVID-19 has demanded a change in how we communicate and interact for the foreseeable future. At a high level this means relying more on newer digital tactics like connected TV (advertising on streaming services like Sling and Netflix) and older digital tactics like display, social and search advertisements. It also means exploring digital tools that are geared to more specific industries. There are more people online, with less competition and therefore, more people are likely to see your ads.

IN JUST THE FIRST FEW WEEKS OF THE COVID-10 CRISIS WE SAW:

- 30% decrease** in cost for digital media
- 25% increase** in week-over-week web traffic
- 250K new** Netflix subscribers in one weekend
- 12% uptick** in video streams
- Pay walls** came down, content was offered for free
- Connected TV** inventory increased
- Video steaming** subscriptions and usage surged

POLITICS

Now more than ever candidates and campaigns can use digital tactics to set a reassuring tone as well as inform, engage and build lists of voters.

How S360 can help:

- Set up tele-townhalls that allow for voter or constituent out-reach
- Establish texting and email programs
- Hold online rallies, townhalls, digital Q&As or live-streams
- Create content calendars to plan out communications

EDUCATION

The COVID-19 crisis has become a catalyst for educational institutions to search for innovative solutions that will hopefully be used well after the crisis subsides. With 5G technology becoming more prevalent, we will see learners and solution providers truly embracing the “learning anywhere, anytime” concept of digital education in a range of formats.

How S360 can help:

- Work with clients to promote newly formed online courses
- Build learning-based apps
- Develop relevant content
- Recruit incoming students
- Build infrastructure connectivity to online learning
- Structure Facebook live streaming sessions or other broadcasts
- Connect learners with virtual reality experiences
- Promote YouTube instructional videos

HEALTH CARE

This pandemic gives health care systems the opportunity to reshape the future of health care in our country by providing more services online. Telehealth offers the ability to connect a doctor or other medical provider with a patient in their home via a computer, smartphone or tablet.

How S360 can help:

- Work with health care providers to set up telemedicine capabilities
- Promote telemedicine

NON-PROFITS

We understand these are trying times for many non-profits and they are looking for ways to adapt during these trying times.

How S360 can help:

- Run online conferences, fundraising events or training sessions
- Determine new opportunities to connect with donors or audiences
- Help motivate donor base

