

LET'S TALK - JULY 28, 2020

# Adapting to the Changing Needs of the Customer

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## Presenters



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Hi. We're Infinity Marketing.

# A fully integrated agency in Greenville, SC



WATCH

- Founded in 1993
- A team of 80+
- Clients in 40+ states
- P2P solutions
- Nimble and responsive

# Fully Integrated



**Holistic mobile first approach**

**Investments in tools and training**

**In-house expertise and execution**

Execution integrated across web, creative, media and built on a foundation of analytics

# Agenda



**Consumption &  
behavior**



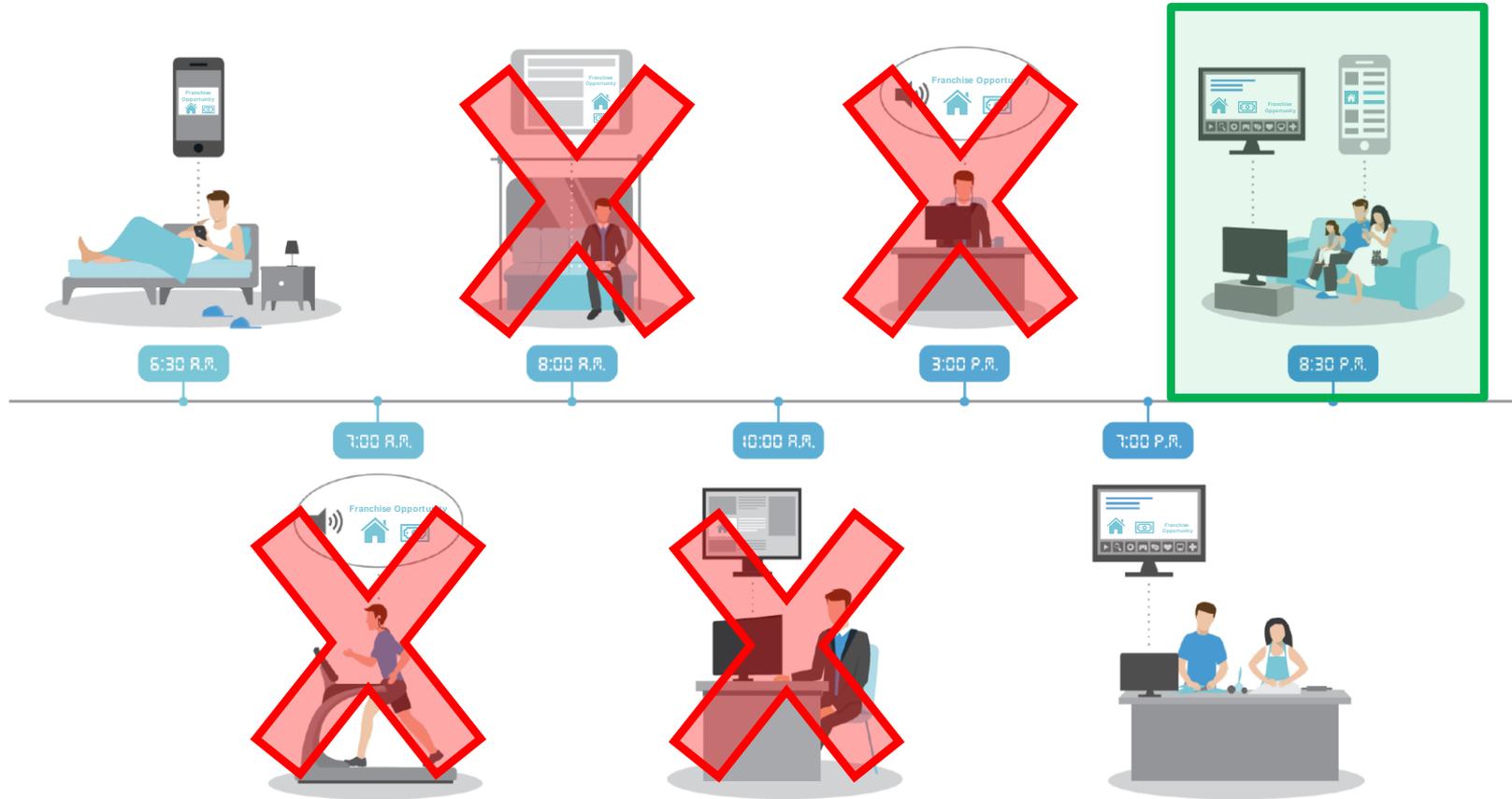
**Adjusting  
Strategy**



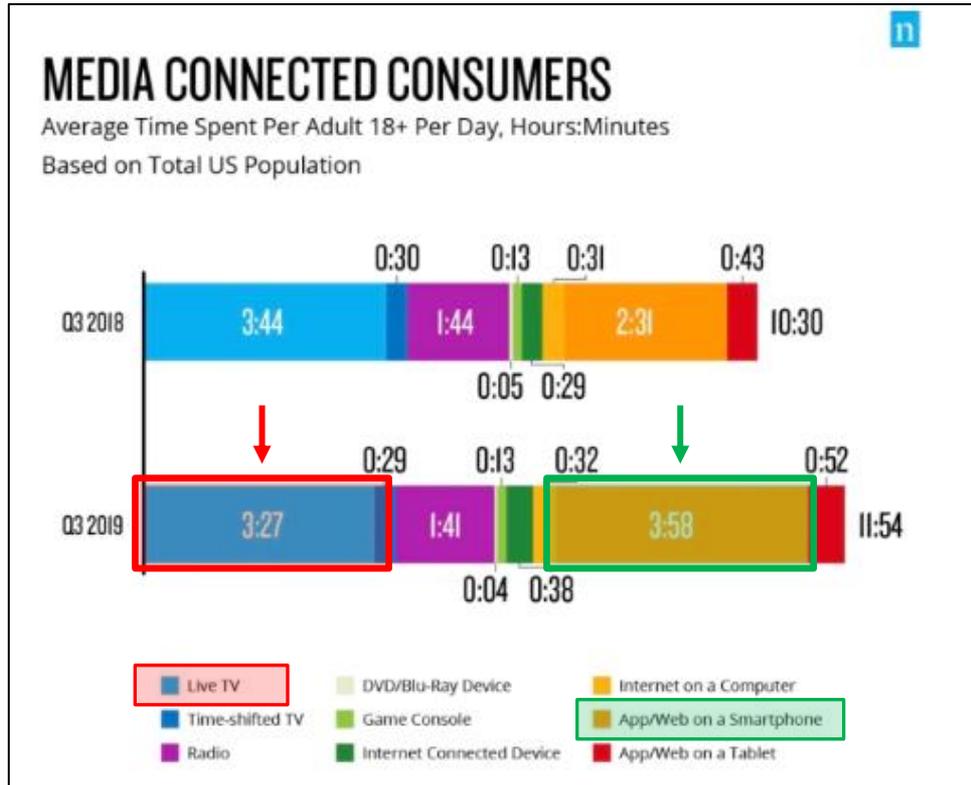
**Messaging**

# Consumption and Behavior

# Cross Device



# Consumer Media Consumption



Traditional decrease

Digital increase

2+ screen environments

## Streaming Expansion

Roku & Pluto break top 10

Pluto + Tubi are FREE services

Pluto time spent up 75% WoW

Top Video Streaming Apps by Weekly Time Spent United States				
Rank	Week of Feb 2, 2020		Week of March 1, 2020	
1		YouTube		YouTube
2		Netflix		Netflix
3		Hulu		Hulu
4		Amazon Prime Video		Amazon Prime Video
5		Twitch		Twitch
6		MX Player		MX Player
7		Disney Plus		Disney Plus
8		YouTube TV		Roku 
9		Tubi TV		Pluto.tv 
10		ESPN		Tubi TV

## Streaming Expansion

Top Streaming apps week of July 23

Peacock TV launched July 15

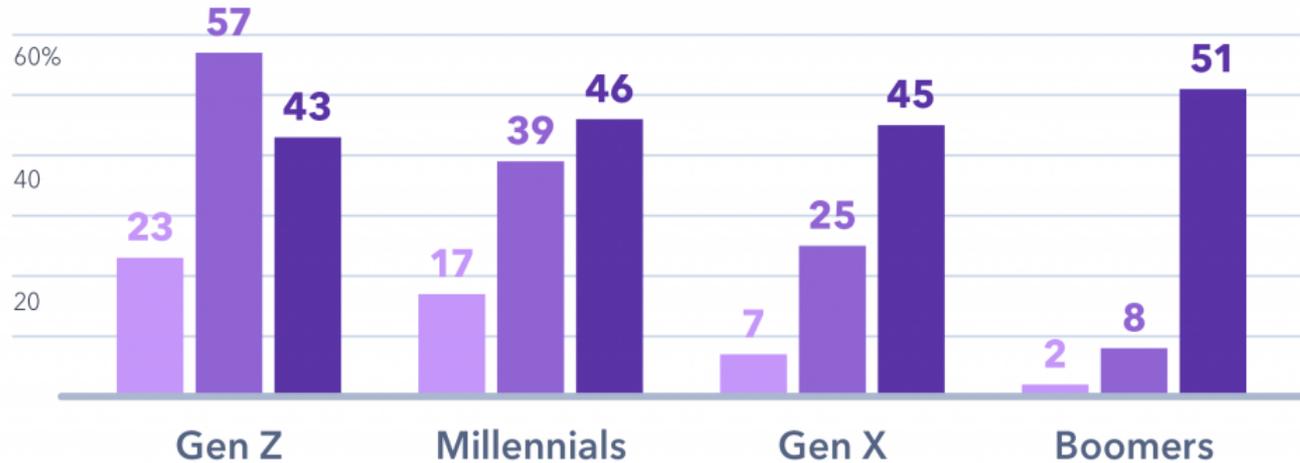
HBO Max launched May 27

Disney+ grew 74% when Hamilton premiered

1		Peacock TV Peacock TV LLC
2		Netflix Netflix, Inc.
3		Disney+ Disney
4		HBO Max: Stream TV ... WarnerMedia
5		YouTube: Watch, Liste... Google LLC
6		Hulu: Stream TV show... Hulu, LLC
7		Amazon Prime Video AMZN Mobile LLC
8		ESPN: Live Sports & S... ESPN
9		MLB MLB
10		NBA: Official App NBA Digital

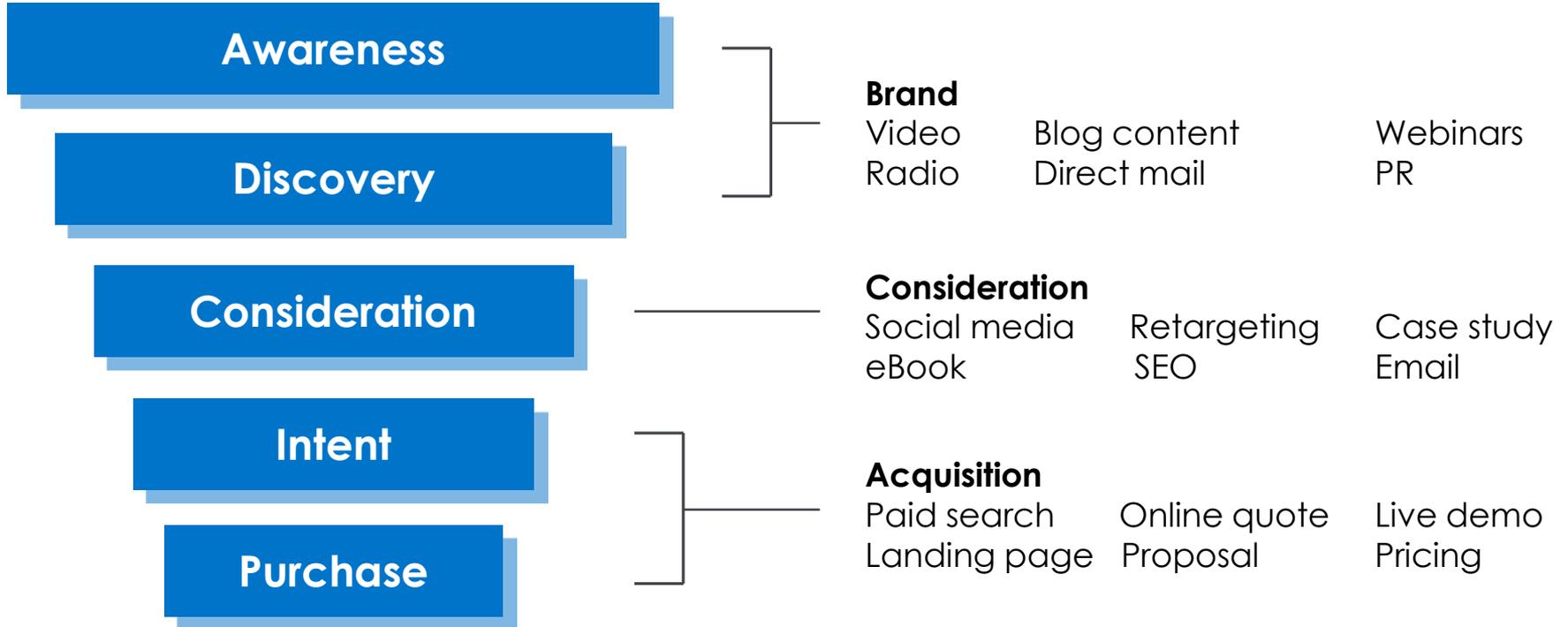
## Generational Media Habits

- Creating/uploading videos (e.g. on YouTube, TikTok, etc)
- Listening to more streaming services (e.g. Spotify, Apple Music, etc)
- Watching more TV on broadcast channels

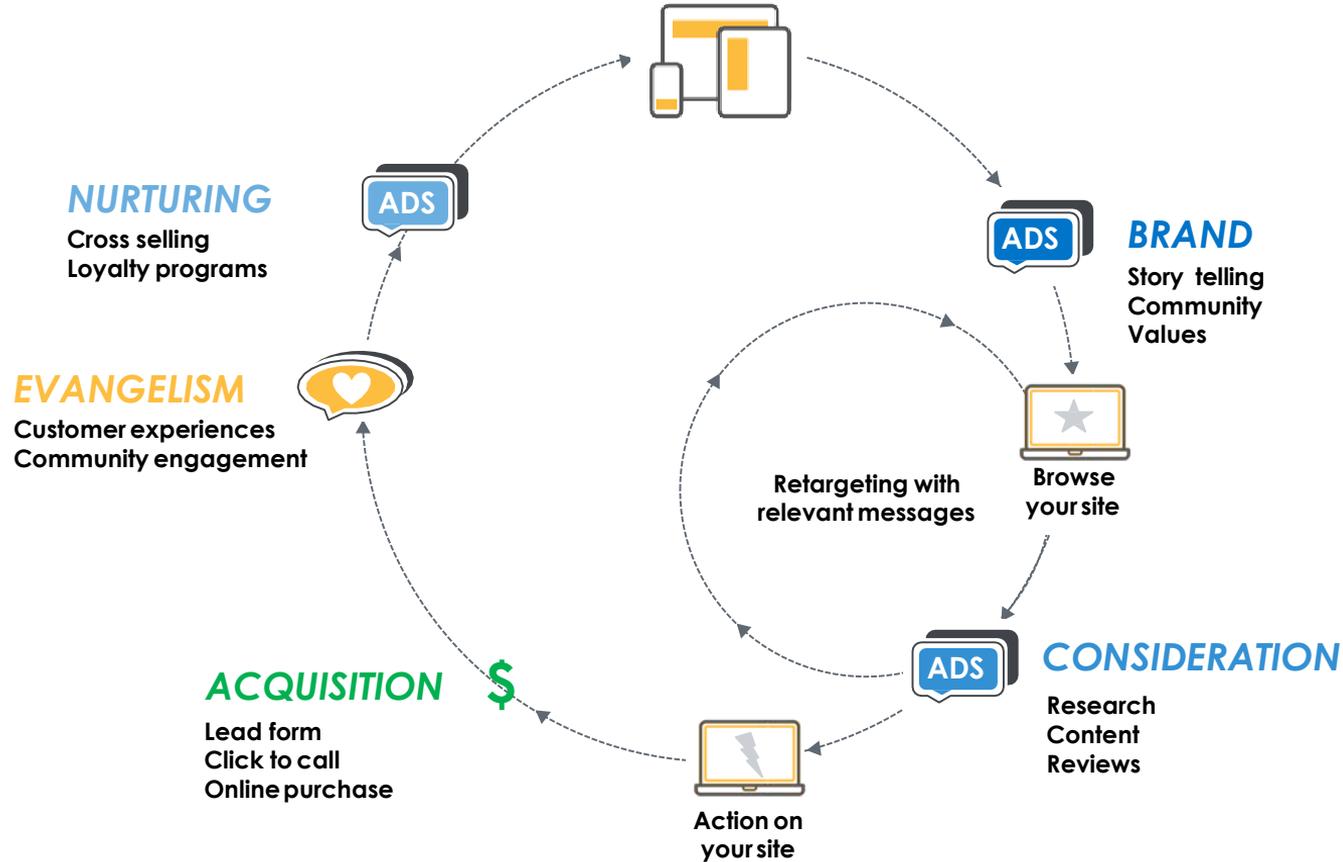


# Adjusting Strategy

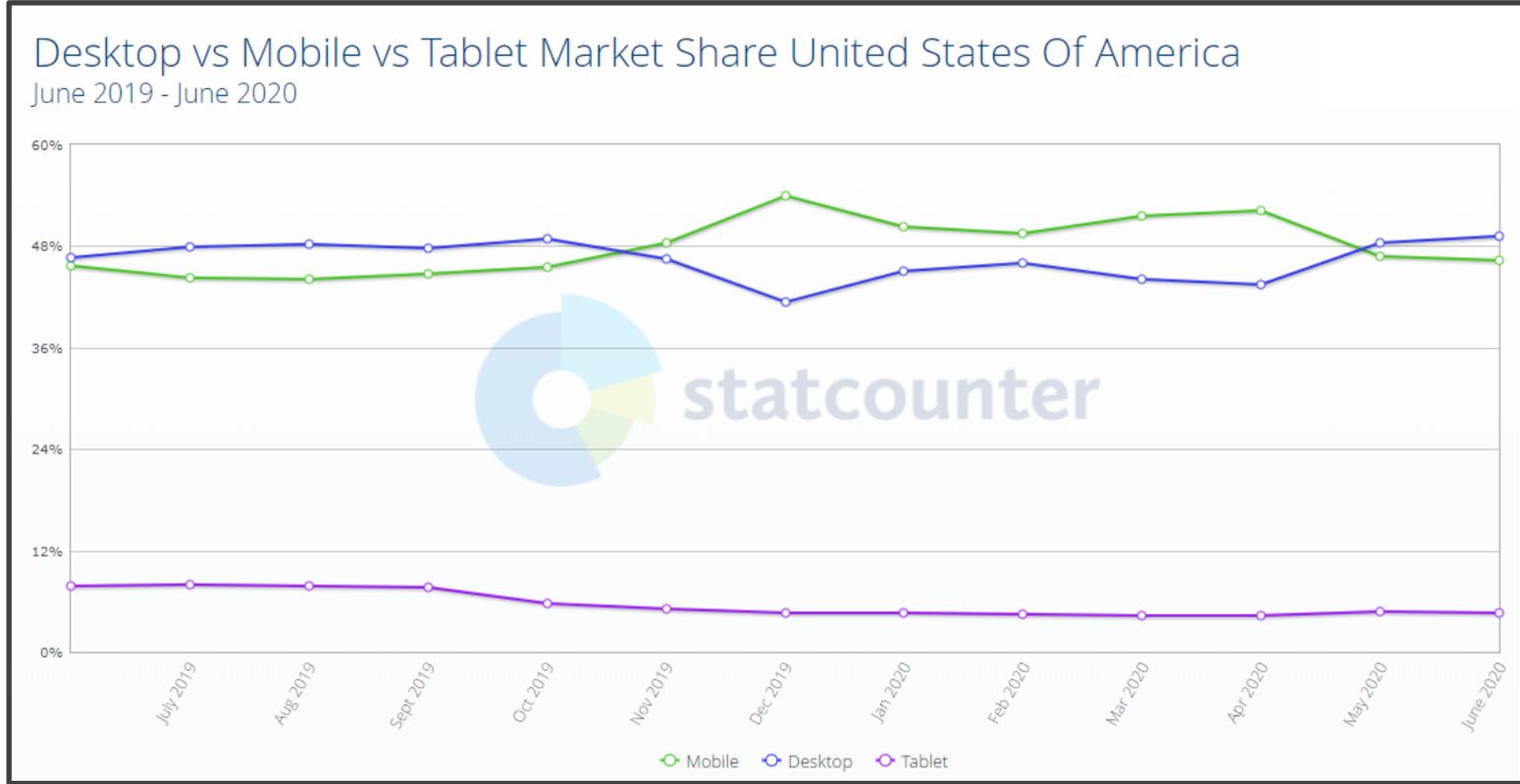
# Marketing & Sales Funnel



# Cross Device Journey



# Desktop Traffic



# Investment

## Evaluate

Traditional versus digital media

Recent campaign performance

Geo performance

## Execute

Time versus dollars

CTV and digital video

Conversion only keywords



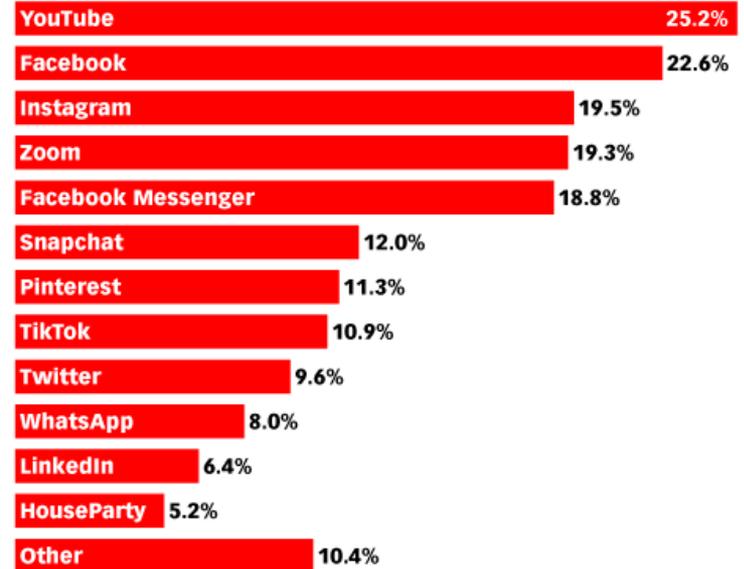
# Messaging

# Social Messaging

Small to mid-sized businesses can find success on social.

- Time investment can outweigh cost investment
- Monitoring and responding to comments, questions, and requests will return dividends
- 80/20 rule – 80% of your posts should inform, educate, and entertain while 20% should be a direct sales opportunity
- Invest time in multiple social networks, but understand the cultures of each network are different

**Coronavirus Impact: Types of Social Media of Which US Adults Significantly Increased Usage\*, May 2020**  
% of respondents



Note: \*compared to last month  
Source: Kantar, "COVID-19 Barometer Wave 4," May 18, 2020

# Brand Messaging

## Content

Contextually relevant  
Community focused  
Entertainment & relief

## Experience

Human  
Employee  
Customer



**Q&A**

# Thank You

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