



3Q'S WHITEPAPER SERIES

Fearless Digital Marketing: The Retailer's Guide to Navigating COVID-19

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Introduction

In the COVID-19 pandemic, it would be understandable for marketers in any industry to want to pull back spend as the rapid news cycles unfurl. For many retailers, this is especially true. [A Foursquare study released March 25th](#) showed that apparel and shopping mall foot traffic has slowed by over 40% nationally, with a few essential exceptions like warehouses, convenience stores, grocery stores, and pharmacies, and [online sales for the fashion and apparel industry are plunging](#).

Yet marketers will not navigate the pandemic effectively for their companies if their decisions are guided by fear. At 3Q Digital, we've assessed the retail digital landscape across a number of industries and have produced this guide to share best practices and strategies to help guide brands through an unprecedented time and find growth opportunities in the chaos.

In this guide, we'll cover how to:

- Assess and respond to your industry's landscape
- Read and react to data trends
- Adjust your budget and goals as data rolls in
- Adjust your channel mix
- Tackle audiences and capture new opportunities
- Adjust your messaging and creative on the fly
- Implement these tactics ASAP

With the picture changing daily, there's no time to waste. Let's jump in.