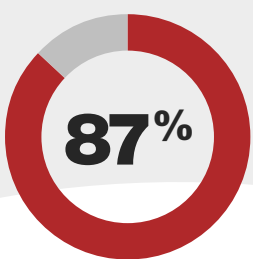


# 5 Things Consumers Want From Brands in 2021

You survived 2020, but now it's time to map out your marketing for 2021. It's clear that agility and flexibility are the core to any successful pandemic strategy, but what else should you be considering? Consider this infographic your guide to understanding your audience and what matters to them:



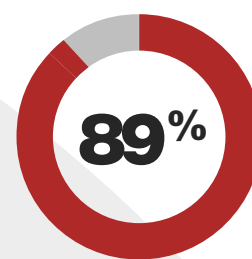
## Information



**87%** of consumers say they appreciate timely and relevant information from brands during the pandemic.



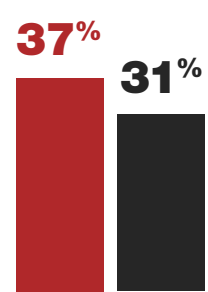
## Action



**Young people expect brands to take action.** **89%** of Gen Z and Millennials expect brands to help support the fight against COVID-19.



## Emotional Connection



Some consumers (**37%**) want ads to make them feel safe and a sense of normality, while **31%** say they want ads to deliver positivity.



## Content



The biggest increase will be in social media, with content creation expected to increase **66%**, followed by blog content at **57%** and video at **50%**.

Of consumers surveyed, **23%** say they'll continue watching more livestream content after the pandemic is over.



## Communication



Consumers want more digital communication from businesses. **75%** report wanting a text when they leave items in a cart. Only **39%** receive them.

## Three Steps to Take Right Now:

1



### Focus on the customers you already have

- » Think long-term gains: issue refunds for unused memberships
- » Offer premium options for less
- » Look out for customers for long-term loyalty

2



### Offer Deals and Promotions

- » Target loyal customers who stuck with you
- » Tailor a promotion for new customers

3



### Give Your Content Strategy an Overhaul

- » Relevant, timely info with authentic feel
- » Shift to more digital
  - Know where your audience hangs out
  - Keep an eye on the competition
- » Be relational
- » Limit references to COVID-19
- » Embrace agility
- » Be creative: stand out