



commentary

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How to Stay in Front of Your Audience Even When They're Not at the Office

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Surely these are unprecedented times for all of us in the media and marketing industry. The coronavirus has made fear and panic the new norm as we try to steer our way through. There may be assumptions that B2B advertising might take a hiatus until this all blows over and then back to business as usual. While overall B2B marketing budgets will tighten, digital marketing budgets are likely to absorb dollars originally planned for now-cancelled or postponed in-person events. In fact, there just might be silver lining for B2B publishers with robust digital capabilities in spite of all the doom and gloom that the pandemic has fostered.

It's true that business is being handled differently now. Reaction to Wall Street's dips and jumps is causing some organizations to tighten purse strings. And more and more employees are staying away from the office and working from home. But whether professionals are working remotely or not, they are still making decisions and your clients still want to reach them – wherever they're doing business.

That's why savvy marketers are putting more – not less – ad dollars into digital marketing. Those B2B publishers with scalable, intelligent targeting solutions can help advertisers reach important audiences across the changing business landscape as digital content consumption adjusts with changing work environments.

Timing has never been better for B2B publishers to embrace digital technology that scale, personalize and automate bigger ad programs. Now is not the time for publishers to sit back, test here and trial something else over there. Now is the time for publishers to step up boldly and provide the solutions the marketplace is asking for. [BPA created its Media Exchange](#) to support these solutions with resources to help B2B publishers swim when they take plunge.

While the accelerated migration to digital has been caused in part to the coronavirus pandemic, it's likely there will be lasting effects that will outlive the virus. For instance, the quality of video conferencing and virtual meetings will likely increase, while e-commerce will expand its already wide footprint. And, as we've discussed, working from home solutions will affect how business is done. Publishers that recognize these trends and integrate them (and others) into their marketing solutions are sure to benefit.

Like all others that we have faced in the past, this crisis will be over – hopefully sooner rather than later for all of our sake – and those publishers proactively deploying creative options for their marketing partners will have first-mover advantages when the dust settles from this current global crisis.

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About BPA Worldwide. [BPA Worldwide](#) is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 2,100 annual audits of media channels in more than 20 countries, BPA is a trusted resource for compliance and assurance services.

BPA's services have expanded with the launch of the BPA iCompli brand to assist in the creation of standards and external assurance thereof. We do so for government and industry bodies. BPA [iCompli Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

BPA [iCompli Sustainability](#) provides gap analysis, competitor benchmarking and external assurance for companies interested in following GRI, SASB, ASTM and ISO sustainability and corporate social responsibility guidelines and standards.

The latest innovation to move the industry forward is the [BPA Media Exchange](#), an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.