

# People Buy From People – Pandemic or Not

Little Bird Marketing  
Priscilla McKinney, CEO

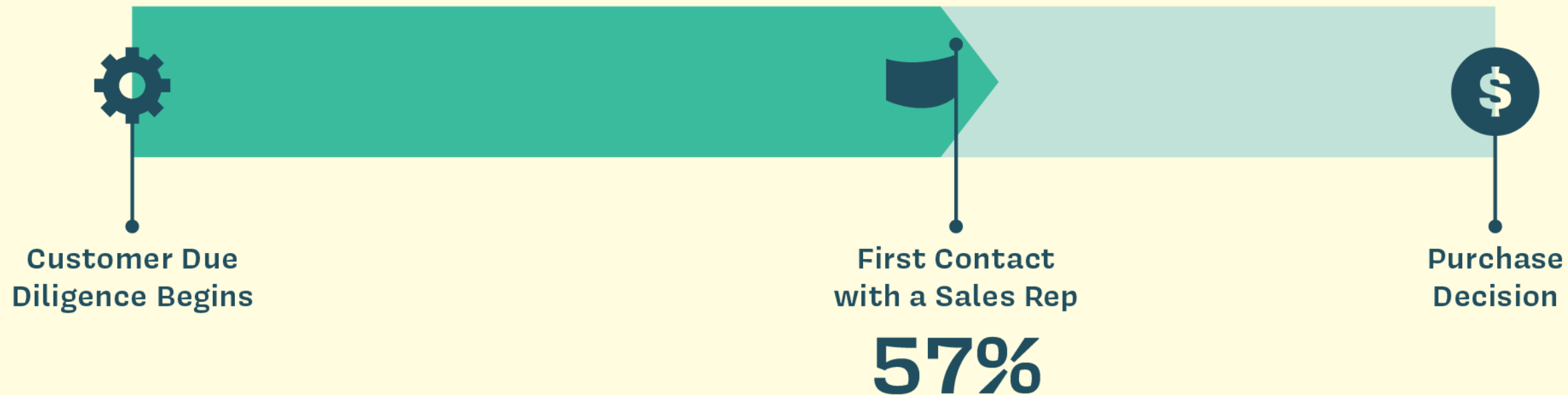


@LittleBirdMktg

@LittleBirdMomma

# The Rise of Social Media





# 2018 *This Is What Happens In An Internet Minute*



# 2019 *This Is What Happens In An Internet Minute*





“What if we don’t change at all ...  
and something magical just happens?”



Customer Due  
Diligence Begins



First Contact  
with a Sales Rep

**57%**



Purchase  
Decision



# The Rise of the Human







# MINDSET SHIFTS:

Uber or Lyft?

#AlwaysBeHelping

Show Not Tell

Duty of Care

If You feel it, say it.

"Content marketing is the only marketing left." - Seth Godin



# PERSONA DEVELOPMENT:

What keeps them up on Sunday night?

What gets them going on Monday morning?

How does FOMO emerge for them?

Who are they trying to impress?

What are they afraid to admit?



<https://littlebirdmarketing.com/buyer-personas>



# TIPS and TRICKS:

Vice Versa

Rule of 15

Online/Offline

Get out of LinkedIn Jail

Wayne Y.

“Ugh ! \_\_\_\_\_”

Golden Hour



# CALENDARIZE:

Prospecting

Commenting on Clients/Prospects Posts

Add Note

Recently Added

Tagging

**PRO TIP: Pomodoro Method**





**Priscilla McKinney**

Annoying truth teller powered by my husband's homemade bread.

2w • 🌍

This is not the end of market research. Hold on. Deep breath. Let's keep row, row, rowing the boat.

What do you think?

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# Questions?

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