

Your marketing priorities during COVID-19.

As utility-bill assistance continues, you cannot keep saying the same thing. With some people still in arrears, empathy and cross-platform exposure are critical.



People are spending more time at home.

And they will respond better to messaging that reflects their experience. Show family, wellness, efficiency and savings in the home—it's what they care about most right now.



Now IS the time to try something new.

No matter what, it will bring value if you test, optimize and learn from the content you're putting out. Gone are the days of "set it and forget it."



Empathy is imperative.

It should continue to be at the forefront of your messaging, but it walks a dangerous line between being ignored and making a splash. Find ways to be the latter.



DEI leadership is different from ordinary DEI.

It is not a time to be on par with others in diversity, equity and inclusion. It's a time to lead. You should be innovating DEI efforts with your employees, customers, media partnerships and marketing representation.

[Learn more about 2022 utility must-dos.](#)

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