

# THE NEW NORMAL

Technology and analytics are key to weathering the coronavirus pandemic and emerging stronger.

**CUSTOMER  
COMMUNICATIONS**

**CORPORATE  
COMMUNICATIONS**

**STAKEHOLDER MAPPING**

**NETWORKING**

**ENGAGING  
DECISION MAKERS**

**EMPLOYEE  
ENGAGEMENT**

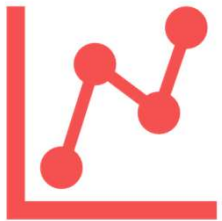
**DIGITAL**



# DIGITAL TOOLS AND TACTICS

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## Online listening



Google sees an average of 40K searches every second

## Paid targeting



Mass awareness to nice audiences, retargeting means deeper engagement

## Successful virtual events



Webinars are the new panel discussions, networking events, launches

## Power of LinkedIn



35% of users on LinkedIn in EMEA are mid to senior level decision makers

# **FUTURE-PROOFING**

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# DIGITAL FIRST STRATEGY

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Digital communications shouldn't play into your broader communications strategy they should be at the heart of your communications strategy.

Digital can unlock new tactics, reach your audiences and show clear ROI.

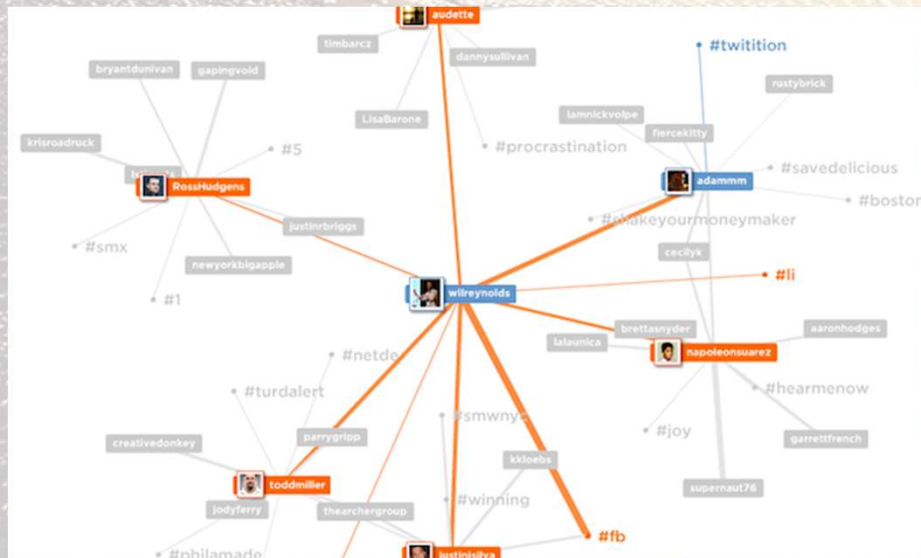
Your communications strategy needs to be **digital by design**.



# IN-PRACTICE

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## Online listening and stakeholder mapping



## Digital senior leadership

**Bernard Looney** | Chief Executive Officer, bp  
London, United Kingdom · 53,688 followers · [Contact info](#)

**Featured**

- As the spread of COVID-19 continues, our natural instincts are to protect our families,...
- Earlier this week I shared with you some of the ways BP is helping communities around... BP Foundation commits \$2 million to WHO's COVID-19 pandemic response fund | News...
- Our three objects

**Activity**  
53,688 followers

- Sharing a short video I recorded for our people on the frontline to say thank you... Bernard shared this 857 Reactions · 27 Comments
- Well said, Giulia. Great to see everyone! :) Bernard commented
- Clarissa - thanks for your support. Bernard commented
- Peter - I appreciate your challenge. Zakir doesn't work for bp, but we've... Bernard replied to a comment