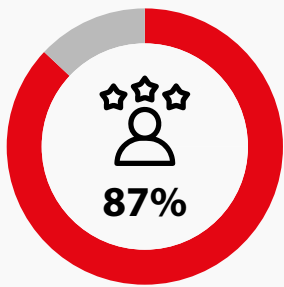
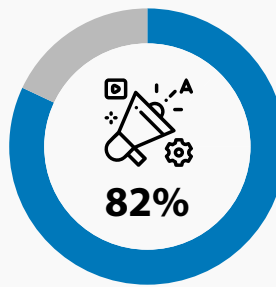


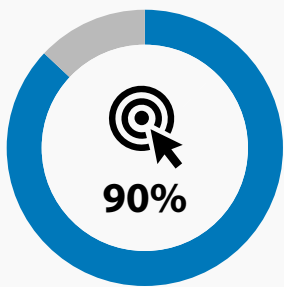
The unprecedented levels of uncertainty caused by COVID-19 might be disrupting a lot of business plans but the new virtual environment is also providing more opportunities including in learning and collaboration. As borders open and non-essential travel bans ease, the international business community is eager for information about how the UK business community is reacting and adapting. Here's a snapshot of what the UK business community is thinking now, with a particular focus on marketing, PR and social media.



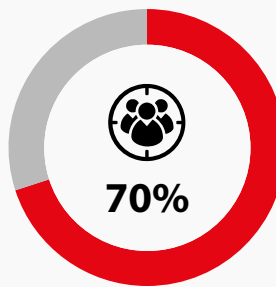
87% of respondents say the business they represent has maintained its profile and reputation despite the ongoing challenges posed by the pandemic.



UK businesses have continued to focus their efforts on marketing and PR throughout lockdown. **82%** say that their company's marketing and PR activities have been important for keeping customers/consumers engaged since the onset of COVID-19.



90% of companies have adapted their social media, press release, email and web content to reflect the impact.



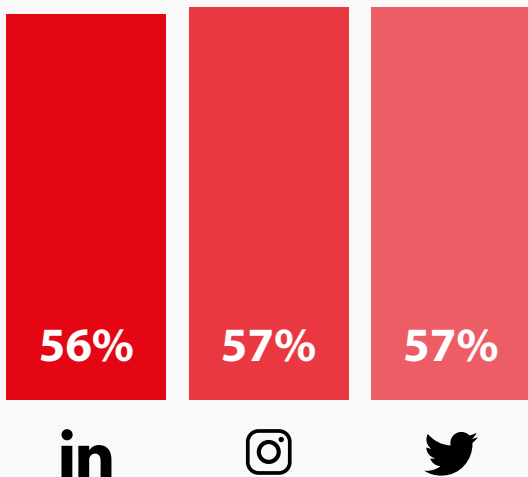
70% say that their business had "altered/expanded/changed" its audience(s) in response to COVID-19. And **84%** agreed that their business had considered consumers' changing habits.

Despite reports that influencer marketing is facing a crisis, with many sponsored content deals disappearing due to budget cuts, **61%** of people we surveyed said their business has engaged in more influencer marketing since March.

61%



Over half of businesses have ramped up their activity across LinkedIn (**56%**), Instagram (**57%**) and Twitter (**57%**).



More Opportunities For Networking. Businesses are making the most of the new proliferation of virtual content and media.

