



## Are You Putting Your Marketing on Hold? Part 4



Dear Firstname,

Hopefully you've had a chance to read my blog, 'Should I put my marketing on hold?', which formed Part 3 of this series.

Today I am releasing my second video of this series and you can [view it here](#).

The video and blog both raise some interesting themes for further discussion around the COVID-19 pandemic and the effect it is having on all of our B2B marketing efforts.

In particular, I discuss the importance of taking stock of where we are today, thinking about where we want to be in 6-9 months' time and how we are going to get there (e.g. your content, your audience, your data and your solutions are key to this).

I hope you are enjoying this series and finding the information helpful.

If you like what you've heard, call to speak to one of the team today on **+44 (0)1869 321800** or email [marketing@irsmarketing.com](mailto:marketing@irsmarketing.com)

Best regards,

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