



# MARKETING IN A CHANGING WORLD



## COVID-19 SERIES

**RECAP**

**Smart Marketing During COVID-19**

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### FACILITATORS



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### AGENDA

Discuss building immediate strategies to help protect your brand, set you apart, and position your brand for the future.

### YOUR BRAND

“the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product [or service] over another...”

- Seth Godin

### QUESTIONS TO CONSIDER with regard to your brand...

What do you think will be most important to focus on TODAY?  
What do you think will be most important to focus on TOMORROW?

### COVID-19: THE BUSINESS AFFECT

We are all feeling the affects of COVID-19 on our friends, family, and business community. Things are different...but we will recover. Today is the day we need to begin positioning ourselves for that recovery. The things we do today will matter.

### COVID-19: THE DIGITAL AFFECT

Internet traffic, and brand visibility has changed over the past few weeks. As we begin to consider strategies for our brand, let's take a look at how Google search traffic and conversions as changed in a few major industries.

#### INCREASED TRAFFIC

Non-Profits  
Health & Medical  
Business Management  
On-Demand Media

#### CONSISTENT TRAFFIC

Real Estate  
Jobs & Education  
Legal Services

#### DECREASED TRAFFIC

Travel  
Restaurants & Bars  
Sports & Fitness  
Store Visits

## COVID-19: PROTECTING YOUR BRAND

We've provided a few observations, suggestions, and 'best practices' that you can follow to help protect your brand during these uncertain times. Protecting your brand not only builds trust and loyalty, it also positions you for success when the "new normal" changes.

### *THESE RECOMMENDATIONS ARE BUILT WITH A FOCUS ON 3 KEY POINTS*

Commitment to a CUSTOMER FIRST mindset

Embracing DIGITAL NECESSITIES

Maintaining your MARKET PRESENCE

## YOUR "TRADITIONAL" MARKET PRESENCE

### PHONE CALLS:

- Consider reaching out to your customers with a good, old fashioned phone call. Check to see how they're doing, and how you can help.

### MAIL:

- Now is a good time to prepare for ways to engage your customers through the mail. Direct mail isn't dead, and for some industries, the response rates are great.
- Plan appropriate timing...don't send anything today, but when people start getting back to some normalcy, they will be more receptive to messages/offers that help them reboot their lives. If you plan for that time now, you'll be ahead of the game
  - Build your target demographic group and inquire about database costs
  - Prepare your messaging and design now so you're ready to go!

## YOUR "DIGITAL" MARKET PRESENCE

### GOOGLE MY BUSINESS:

- Your Google My Business [GMB] listing is incredibly important right now. In many cases, it's the first thing people see when they are searching for your business. The information you share there can mean the difference between "helping" and "harming" your relationship with customers.
- Keep in mind, Google has limited some features and functionality with regard to your GMB listings during the COVID-19 crisis. Make sure the things you can still utilize are accurate and complete.
  - Temporarily Delayed or Eliminated
    - Reviews & Q&A
    - New listings, claims, verifications
    - Some limitations updates to business descriptions, attributes, special hours
  - Unaffected
    - Google posts
    - Medically critical institutions
- Many of these changes are continually evolving. To ensure you are serving your customer by updating your hours of operation as necessary, here's a great article from SEM Rush -
  - <https://www.semrush.com/blog/how-to-update-google-my-business-hours-covid-19/>

### WEBSITE UPDATES:

- With GMB changing the game, your website updates becomes the go-to place for informing your customers of changes in your business; utilize this resource to keep them in the loop.

- Here are a few ways to keep your customers informed
  - Place important updates on the homepage of your website
  - Make sure your social media links are visible, and correctly functioning
  - Post blog articles on your website regularly
    - Curate articles from other sources in your industry
    - Utilize the blog to support the community by sharing information about businesses in your area
    - Build some fun blog posts about “nothing” - this will cause people to visit your site more often
      - Your favorite songs
      - Your favorite books, and why
      - The things you love most about your community
      - etc.

## YOUR “SOCIAL” MARKET PRESENCE

### GENERAL HOUSEKEEPING:

- **DON’T GO “DARK” - STAY ACTIVE**
  - Reconnect any new links with your social media channels on your website
  - Change social media bios and include curbside or to-go or virtual
  - Update hours and location, phone numbers, and email on all social media platforms
  - Look at the metrics, data, and analytics. Discover what your audience engaged with this time last year and recycle that content with relevancy for today
  - Learn to read your metrics, data, and analytics for quick answers in regard to posting time and day
  - Tweak social media messaging to be relevant AND “on brand”
  - Get personal on your stories; staying within boundaries
  - Shift your days and times of when you post
  - Try to stay positive, helpful, and be a “go-to” resource more than anything else
  - Help your community through collaborations
  - You can be humorous if it pertains to your industry but be careful with cheekiness or sarcasm
  - Avoid posts of people in crowds or people touching in your graphics
  - Reconsider figurative language such as “get in touch” “work hand in hand” “get closer to your customers”
  - Keep people informed but in regard to your business and brand and how you are responding, your proactive measures, store closures, policy updates related to your business and the crisis (you aren’t the news or a medical professional or the cdc)
  - Mind your tone; do not use sales tactics like “Hot COVID-19 Sales” (yes we’ve seen this)
  - Be positive, not ignorant

### IDEAS TO KEEP ENGAGEMENT GOING WITH YOUR TEAM:

- Zoom Team Talent Show: let each team member showcase a 30 second talent and give away prizes to them (prizes can be digital email gift cards for food delivery, starbucks, or audible downloads,)
- Have each team member submit their furry co-worker and if they don’t have one, have them come up with something creative like the volleyball from castaway or a pet rock or a jug of water with a face drawn on it, etc.
- Have each team member create a 10 song spotify playlist for everyone
- Create a spotify company playlist
- Have each team member submit their favorite quarantine snack and post a pic

## IDEAS TO KEEP YOUR AUDIENCE / FOLLOWERS ENGAGED:

- Ask questions that is industry related but in a conversational manner
- Take polls
- Run a positivity post and do a food delivery gift card giveaway
- Use different wording. instead of STUCK at home, use SAFE at home. use physically distant, socially connected.
- Use words such as support, guide, help.
- Create EMPLOYEE GENERATED CONTENT:
  - team netflix faves
  - team photos from conference calls with a positive caption or funny caption that has to do with the team and not the crisis
  - team spare time indulgences
  - this is an opportunity to spotlight your people and your company culture and become human to your audience and followers because they are human and we are craving connection and you can provide is socially through digital
  - create helpful content not alarmist content

FROM THE ENTIRE RADVINE TEAM, WE WISH YOU SAFETY, GOOD HEALTH, AND GREAT SUCCESS.  
PLEASE REACH OUT TO US WITH ANY QUESTIONS OR COMMENTS.

