

Marketing tips and tactics in tough times



These are unprecedented times and we're all navigating the uncertainty together. We know you are getting information from every direction, so we'd like to stick with what we know - marketing. We've put together a few, immediate marketing tips to help you with messaging and marketing tactics.

1. Update your information: Many businesses and non-profits have shared updates as to what they're doing in light of COVID-19. Post your new business hours, your take-out menu, and any other changes of information. After that, feel free to take a step back from social media. After you've addressed current needs, don't feel like you need to contribute to the mass amounts of information online.

2. Google listing: Don't forget about your Google listing! With shops closing and restaurants working on different schedules, make sure you update your Google listing to reflect these changes. This will help those who don't have access to Facebook or other social media, and instead rely upon Google.

3. Re-evaluate your content: If you continue to use social media for updates and inspiration for future travel, re-evaluate your content, including any scheduled content. Make sure what you are posting is sensitive to the current media landscape. Ask yourself, "Will this Facebook post look out of place among coronavirus content? Will it seem insensitive?" If so, simply reschedule those posts for a later date.

4. Consider pulling your ads: We've suspended our ads and suggest you think about doing the same. Save your advertising dollars for when it's safe to once again promote travel and group outings.

5. Communicating with customers and cancellation policies: Please refer to the WA Hospitality Association website (or other professional association websites) for guidance at <https://wahospitality.org/resources/coronavirus/>.