

8 TIPS

HOW TO MARKET DESPITE COVID-19.



STAND UP TO COVID & USE IT TO MAKE YOUR BUSINESS BETTER.





Keep your organization healthy during and after a crisis by focusing on excelling — not selling.

1

Don't be icky.

New situations demand new plans. So align your brand's marketing and messaging with today's consumer sentiments, such as health, safety, cleanliness, community, staying at home, and doing more with family. If you "stay the course" and don't update your messaging, you'll look oblivious, or worse. Review your current marketing and make sure it's still appropriate. You'll save yourself a lot of headaches.

2

Show life as it is right now.

To stop the spread of COVID-19 all of us are being asked to stay put and stay apart. Your copy and your design should reflect this and not include words or images that highlight crowds, people touching, shaking hands, socializing, or traveling for pleasure. None of these scenarios are realistic portrayals of people's current situations. Instead, encourage people to do the right thing and figure out a way to help them while they stay home. As restrictions lift, continue to align your messaging to whatever is current.

3

Change your target.

The first rule of marketing is go where your customers are located. Right now your customers aren't in the office, or out and about, so your marketing shouldn't be either. Refocus your marketing spend away from on-site marketing and to digital, online, SEO and social. If every one's staying home and staying connected through social media or remote work software, that's where your marketing should be. Why pay for a billboard your customers are never going to see?

4

Adapt & Get Creative.

The marketplace is always changing, and now is no exception. So get creative. Can your brand's services be more virtual? Can you offer new services that meet the needs of the moment? Brainstorm ways you can serve customers because now is the time to double down and increase market share.

5

Do Some Good.

Doing good is the most important thing and not just because it's smart business, but because it's the right thing to do. The companies that are excelling right now aren't focused on selling — they're focused on helping customers during the crisis. Can you donate your services or time? Can you offer discounts, freebies, or donations to ease financial burdens? Sometimes little things can go a long way.



6

Implement inbound marketing.

Inbound marketing focuses on attracting customers via company-created content like content marketing, social media marketing, search engine optimization and branding. When done well, it yields better results for a significantly lower investment than traditional marketing. In fact, it's much cheaper, as the cost of acquiring a lead is about 60% lower. It also provides benefits you can't put a price tag on, such as establishing you and your brand as a "thought leader" in a category. Give your audience thoughtful, engaging content that drives them to your website, and they'll remember you once the crisis is over.

7

Stay in touch.

You don't always have to be selling something. After all, you appreciate it when a friend or business associate gets in touch just to see how you're doing. Your customers are no different. Send e-blasts that provide customers useful information. Or if you and your employees have the bandwidth, go old school and call them. You won't believe how much your customers will appreciate the gesture.

8

Remember, content is king

Most businesses are hurting right now, but one segment is actually doing better; streaming services. So let's get creative — how can your business be more like Netflix or Disney+? We're not suggesting you launch a multi-million dollar streaming service. But spend some of your newfound free time creating videos, articles, newsletters, e-books, whatever you can that will educate and entertain your customers.

Marketing is tough in good times, so it may seem impossible during a crisis — but it's not. How you serve customers during it creates a trust that marketing can't buy. Focus less on advertising and more on being valuable. Find ways to help others that define who your brand is and what you stand for. Take some time and use this experience to develop a well-defined communications strategy and crisis plan for today and for unforeseen crises to come. Think of ways you can innovate your business to go digital, and maybe create new sales channels in the process. Focus on helping, not selling. Not all crises are created equal. Don't let this crisis beat you — use it to make your business better.

For help marketing during and after a crisis, give us a call at 918-899-3778 or email us at info@golevo.com.

