

Small businesses have been turned upside down abruptly by this new reality and as responsible business owners we need to rethink many aspects of our business right now, and marketing comes at the top of the list.

Your Marketing Strategy needs to be reviewed through the lens of your customers that are now adjusting to their new normal.

We've created the following checklist help you navigate and adapt your marketing strategy so you can effectively communicate with your customers and be prepared to deliver.





COVID-19 Marketing Response Checklist

Messaging

- Ensure all creative and messaging is appropriate for your consumer.
- Ensure that your messaging is still relevant / helpful to your consumer.
- Assemble a list of questions your customers are likely to ask about your policies during this time.

Online Listings

- Review your listings across Google My Business, Bing Places, Yelp and TripAdvisor.
- Update your listings across Google My Business, Bing Places, Yelp and TripAdvisor with the most accurate information.
- Create a Google My Business post to keep customers informed on the status of your business.



COVID-19 Marketing Response Checklist

SEO

- Conduct a basic SEO health check-up and security.
- Ask your customers what topics they are interested in.
- Make sure your blog is up-to-date with information helpful to your customers.

Social Media

- Join Facebook Groups conversations around COVID-19 and other relevant to your customer and your industry.
- Create a content calendar that includes informative, educational, and positive posts.
- Host/or be a guest a Facebook Live, Instagram Live (or other) with educational and informative content for your existing customers.



COVID-19 Marketing Response Checklist

Email

- Update your email contact list.
- Send email informing your customers about service hours, email or video support, updated contact information, product availability, refunds, what are you doing to keep of yourself, your employees and your customers.
- Send a weekly or monthly email to your customers sharing helpful information, expert advice, updates and incentives.

Paid

- Re-evaluate your ad spend (increase or scale back - completely cutting off your ads is not advisable).
- Launch awareness and engagement campaign to capture new customers attention.
- Test performance across different platforms (Facebook, Instagram, Snapchat, Pinterest, Youtube, Google Ads...).



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Monitor

- Scan Facebook Groups, social feeds of your competitors, and other industries to understand if their approach is resonating with their audience..
- Monitor your digital advertising campaign performance costs, engagement and conversion metrics.
- Closely monitor for coronavirus latest news, updates, best and understand the implications on your business operations.

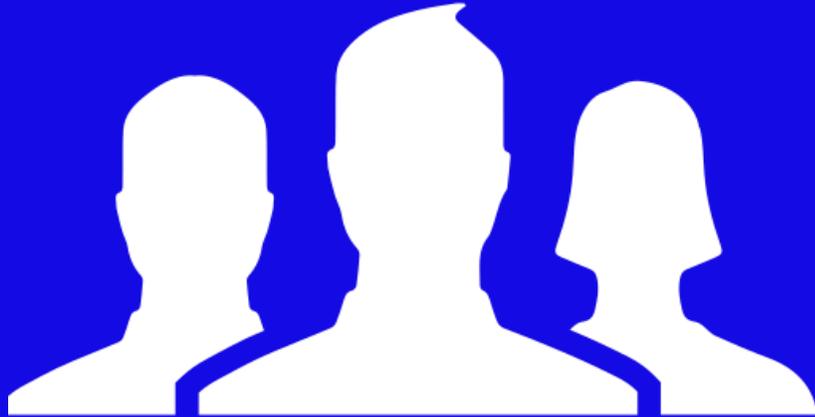
Analyze

- Analyze Coronavirus Google Search Trends.
- Analyze Industry Specific Google Search Trends.
- Analyze user behavior with Google Analytics.



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FREE One Page Marketing Plan



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