

DIGITAL MARKETING & CORONAVIRUS: WHAT'S RIGHT FOR MY BUSINESS?



MARKETING PLAN

Since the spread of the coronavirus, or COVID-19, was first reported in China in January of this year, it has only continued to infect people across the globe and force the United States to declare a national emergency to attempt to slow and ultimately end the pandemic. Businesses, schools, and events have been closed, cancelled, or postponed and many are left in confusion and panic. What does this mean for your business and what steps should you take next?

SOCIAL MEDIA APPROACH

Social Media use has increased dramatically in the last month. While there are many reputable sources reporting on the pandemic, false information that ignites fear and panic is also being shared. As a business owner or the manager of the company's social media channels, it's important to stay active and consistent on social media, while resisting the urge to share your personal opinions on the coronavirus. Instead, remain transparent on advanced cleaning procedures, business hours, and services. Remind your social media followers that the health of both your team and customers are your number one priority. Be sure to utilize each platform's features, develop a campaign that benefits the community, and interact with others as your business account to maintain positive social reach.



STAY AVAILABLE

Stay professional and sensitive. While some businesses have turned to offering "Coronavirus Sales" or toilet paper and Corona case giveaways, some followers, especially those personally affected by the coronavirus, will not appreciate your attempt at a joke. Instead, share how your company plans to support employees and customers. Use an appropriate tone and review previously scheduled content to ensure that they match the environment.



UPDATE YOUR SITE

While informing your followers and updating your social media pages, don't forget to adjust your changes accordingly on your website. Correct your temporary hours and services. A custom-designed banner to display on your website's homepage or a pop-up is another great way to attract your visitors' attention and get your message across. Remember to keep a positive and professional tone.

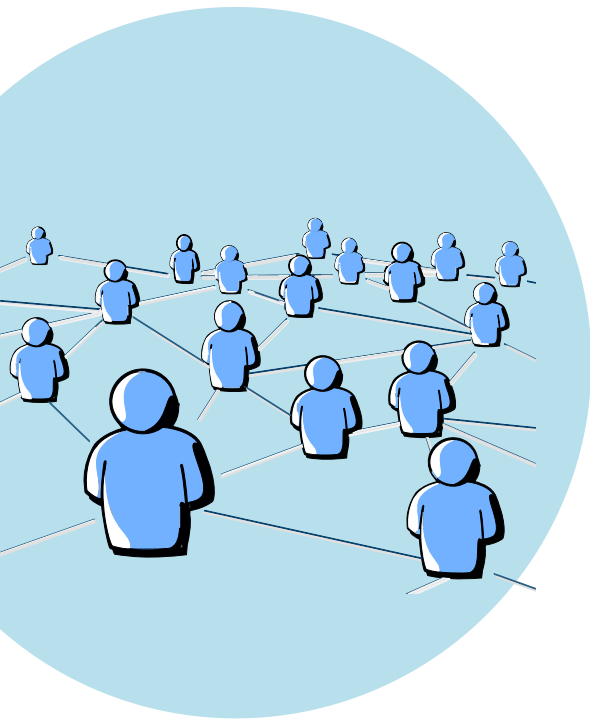


GET FINANCIAL SUPPORT

Right now it is more important than ever to explore financial options that ensure you will get through this time. Remember, this WILL pass. Reach out to your financial institutions and ask for support and updates. Many lenders will allow you to make interest only payments and many companies are waiving late fees and penalties completely. Also, be sure to check with your various vendors and suppliers. Many are offering discounts and allowing deferred payments.

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ALTER SERVICES



While non-essential businesses have been asked to temporarily close and restaurants are to serve through curbside pickup or delivery only, there are still many ways for local residents to safely support your business. If feasible, alter your services and make an announcement. Make the purchase of gift cards, your products, or services available online. Continue your appointments or services online such as conducting meetings, giving estimates via webcam, or making classes available to access electronically. It may be an adjustment, but people still want to support local business and it is possible to make services or products accessible online.

SEND AN EMAIL

Email marketing is a great way to connect with your current customer base. Don't just reiterate the importance of washing hands, make your brand's message stand out from the rest! 61 percent of consumers enjoy receiving promotional emails weekly and there is no better time to send an email than now. Keep a positive tone, include resources for your readers to visit, list business changes, and add ways for loyal customers to still support your business.



UPDATE GOOGLE MY BUSINESS

You sent a social media post informing your Facebook, Instagram, and Twitter followers of your change in hours due to the coronavirus so you're done, right? Wrong. Login to Google My Business next and update your business' change in hours or services on that platform as well. You should also publish a GMB Covid-19 post informing your followers of any changes to your business and the precautions you are taking.



GO TO THE EXPERTS

While the events currently transcribing can feel unfamiliar and frightening, it's important to know that we're all in this together! To help, Strunk Media Group is currently donating services to local business owners of all industries. No strings attached. Apply on our website at the link below. Let's all do what we can to support business owners in our community. #strongertogether.



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