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MARKETING DURING A CRISIS

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12 Steps to Pivot Your Marketing

1. SHIFT STRATEGIES
2. SHIFT MESSAGING
3. WEBSITE UPDATES
4. CONTENT
5. BLOGS & VLOGs
6. VIDEO MARKETING
7. SOCIAL MEDIA
8. BOOST POSTS AND CREATE ADS ON SOCIAL MEDIA
9. DATABASE BUILDING
10. EMAIL MARKETING
11. LANDING PAGES
12. GOOGLE ADWORDS



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12 Steps to Pivot Your Marketing

During uncertain times when many businesses, including yours, are in a **more virtual environment**, it is critical to prepare for and understand the **new marketing landscape**. And, you have to be prepared to deploy assets quickly.



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STEP 1: Shift your strategy

- **In-Bound** Marketing Focused on Delivering Solutions
- Improve **Customer Experience** and Enhance Loyalty Benefits
- Maximize **"Perceived Value"** Focus on Core Business



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STEP 2: Shift your message

- Reflect the current situation
- Be sensitive
- Make sure you
 - **Empathize**
 - **Engage**
 - **Educate**
- HELP & GIVE vs. SELL & ASK
- Add value



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STEP 3: Update your website

- Update content regularly
- Build SEO via content not tricks
- Blog or Vlog Prominant
- Add tags, descriptions and page titles (don't duplicate)
- Link all social media to site
- Avoid duplicate content;
- Don't plagiarize, provide links to add authority and credibility
- Imagery needs to be fresh and reflect your marketplace and needs descriptions and tags



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STEP 4: Step up your content

- Blogs or Vlog daily
- Social Media Posts
- Live Videos & Interviews
- Whitepapers & Case Studies
- Host Webinars
- Share Checklists, Tips Sheets and Job Aids



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STEP 4: Make your content memorable

- **Entertains**
- **Inspires**
- **Educates**
- **Informs**
- **Opens Dialog**



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STEP 5: BLOG or VLOG

- Have Magnetic, Compelling Headline
- **Have Compelling Lead (first paragraph)**
- Be 800-1500 words
- Include Sub-headlines to break up text
- Has Keywords and search phrases
- Is Conversational, Informative & Engaging
- Has Appealing Graphics & Images
- Has a Strong Call to Action
- Contains Relevant Links

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STEP 6: Add Videos to your Mix

- Host a live interview
- Record a regular podcast
- Do daily check-ins or tips talks
- Choose great content over production value
- Choose authentic over staged
- Choose relevant vs. contrived
- Vary your lengths
- Measure engagement – check for engagement spikes
- Build on what your customers respond to... not what you like or think is important.

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STEP 7: Refresh & Revive Social Media

- Understand that each platform has specific content focuses
- Ensure your content and posts are shareable
- Use #hashtags and descriptor tags for SEO, link to website
- Create Urgency and have a strong Call to Action
- Focus on quality not just quantity
- Ask questions, pose a challenges, engage with live Q&A sessions
- Employ the 90/10 Rule: One platform gets 90% of your attention, you experiment on the rest of the platforms 10% of the time
- Measure your progress

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STEP 8: Boost Posts or Create an AD

- Set a Budget
- Set your target audience
- A/B Test
- Keep it simple- Not too much text
- Include a Strong Call to Action
- Make it Eye Catching
- Add Buttons
- Link to event or website
- Imagery should match the audience
- Ensure your branding is strong
- **TEST and MEASURE**

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STEP 9: Database Building

- Create multiple opportunities for email sign-up
- Optimize your opt-in pages
- Send a stellar welcome email
- Develop valuable email content
- Provide an email preference center
- Focus on optimal email deliverability
- Refresh and clean your lists regularly
- Be transparent with privacy practices



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STEP 10: EMAIL Marketing

- Get to know your audience
- **TEST & MEASURE** to see what resonates- A/B Testing is critical
- Choose meaningful metrics
- Personalize as much content and parts of your email as possible
- Consider frequency and days/times to maximize open rate
- Reward loyal customers and VIP with special content, incentives and offers for select audience
- Adhere to GDPR (General Data Protection Act)
- Segment your audiences – not every contact should get the same message



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STEP 11: Create Landing Pages

- Ensure your message matches your ad
- Keep the action above the fold
- Use directional cues to direct the eye
- Show your product or service in action
- Remove navigation and other distractions
- Include social proof
- Use clear, compelling copy
- Keep it fast and Mobile friendly
- Test and update regularly
- Use templates for easy development (Lot of easy to use resources available)



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STEP 12: Google AdWords

- Ensure time zone and currency are set up correctly
- Define target location
- Set budget for each campaign based on customer's needs
- Connect account with Google Analytics
- Build small, tightly focused ad groups with a few (5-10) keywords



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STEP 12: Google AdWords continued...

- Take advantage of conversion tracking
- Take advantage of remarketing
- Take advantage of audiences
- A/B test ad copy
- Use high-quality optimized landing pages
- Review the Search Terms Report
- **TEST and MEASURE EVERYTHING**



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To Recap

- Don't stop marketing
- Update your plan with your coach
- Shift how and where you market
- Shift your message
- Reallocate budget to new channels
- **Test, Measure, Adapt!**

▪ **WHAT ARE THE FIVE THINGS YOU NEED TO DO NOW?**

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Get Started!

- ✓ Grab one of the 5 "Pro-Bono" Coaching Sessions with Business Owners a Week
- ✓ Join The Community
- ✓ Profile Yourself and Your Team (50% Off)
- ✓ Schedule a Thriving Business Strategy Brainstorming Session

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