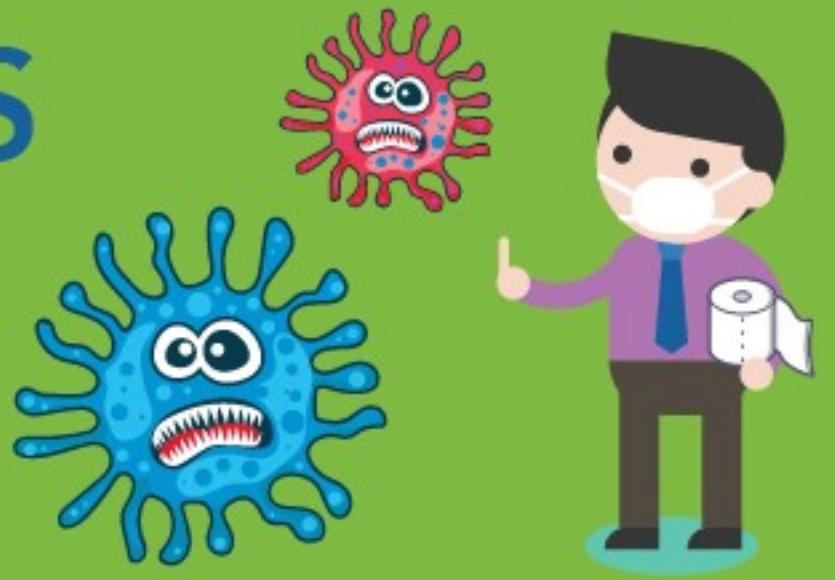
A MARKETER'S RESPONSE TO COVID-19



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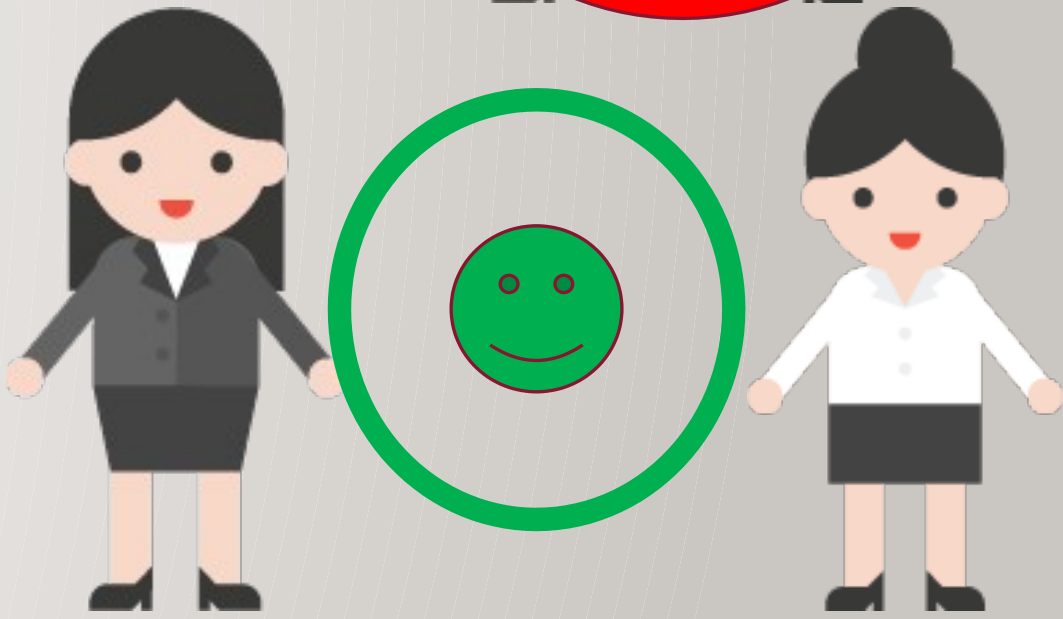
MARKETING IN A CRISIS

The economy has changed.

It's not the 2020 we want,

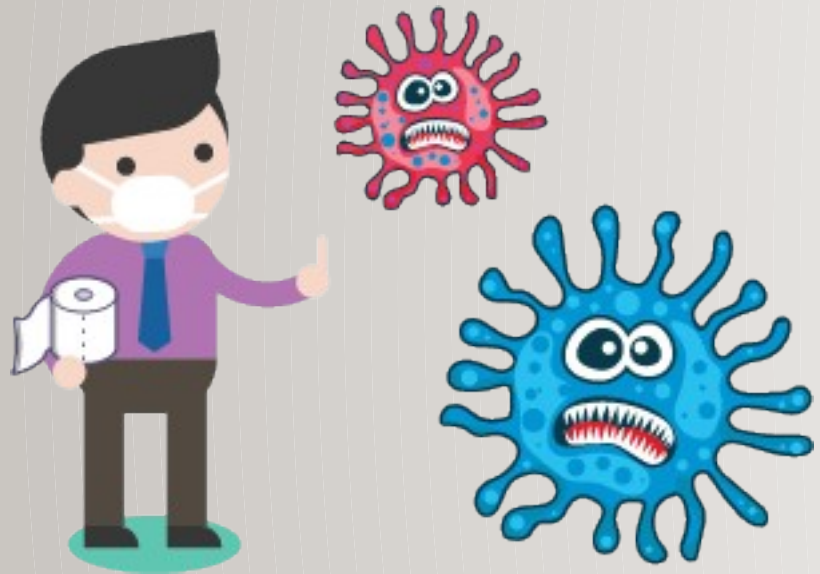
but it's the 2020 we got.



The future is uncertain.

What's a marketer to do?

ONE TEAM'S TALE



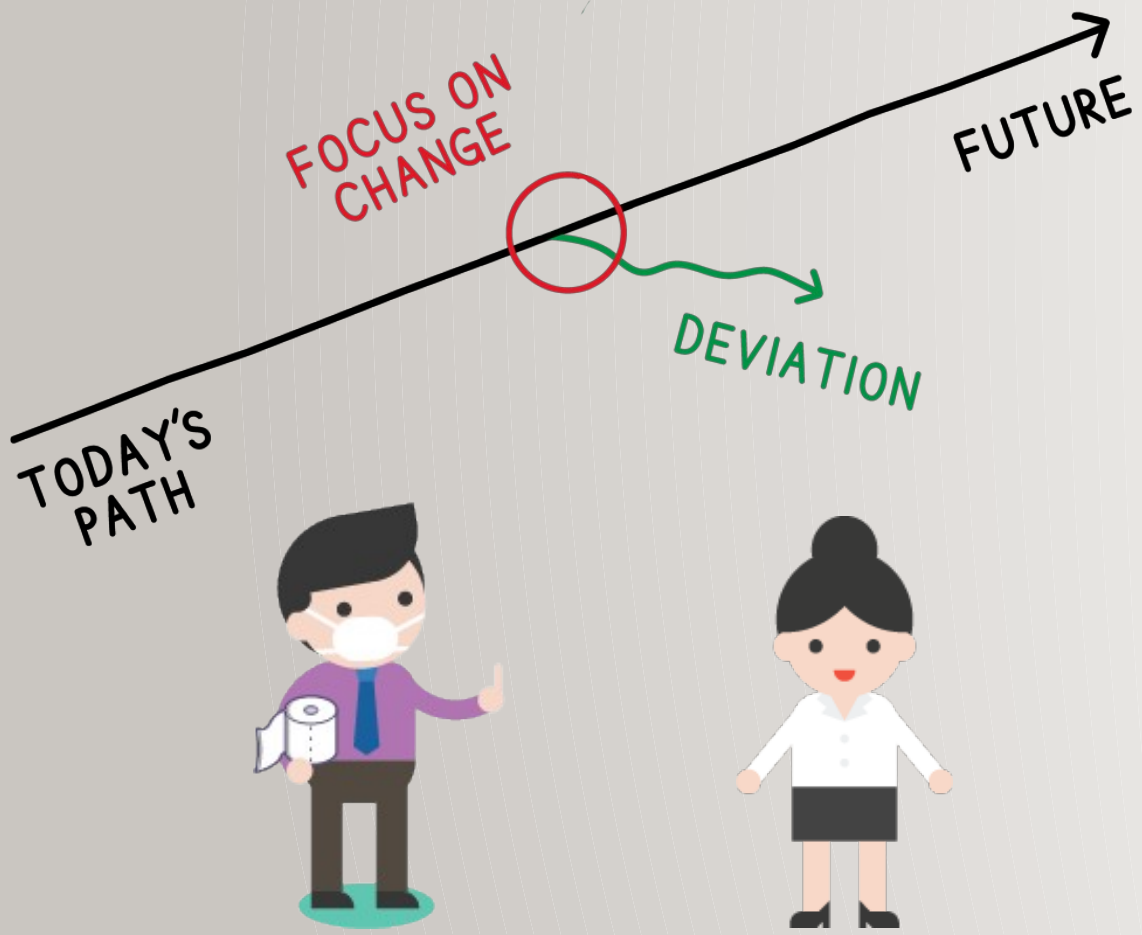
- "30,000 Foot" ideas
- Tactics for right now

Use the Chat or Q&A for questions or to ask for more examples.

30,000 FOOT IDEAS

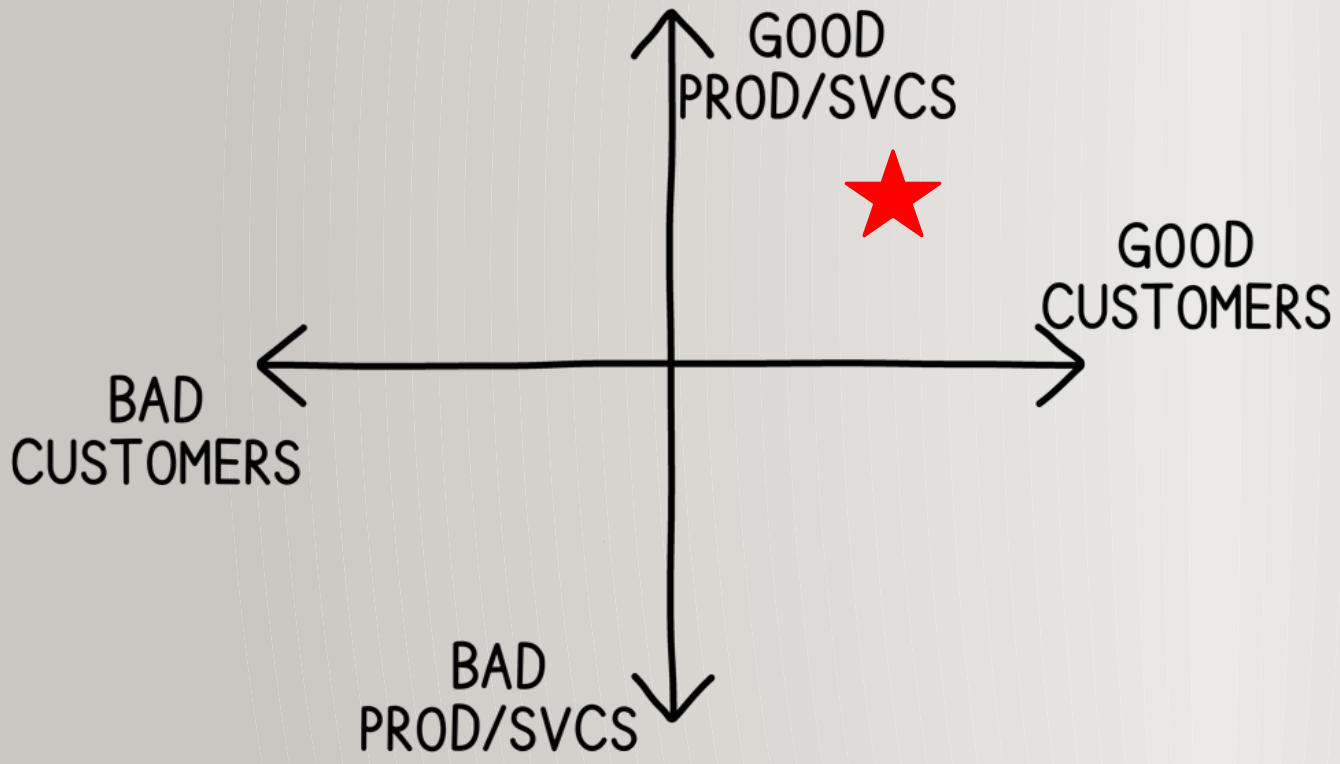
- Get out of your own head
- Go to the Niches
- It’s time for digital, baby

GET OUT OF YOUR OWN HEAD



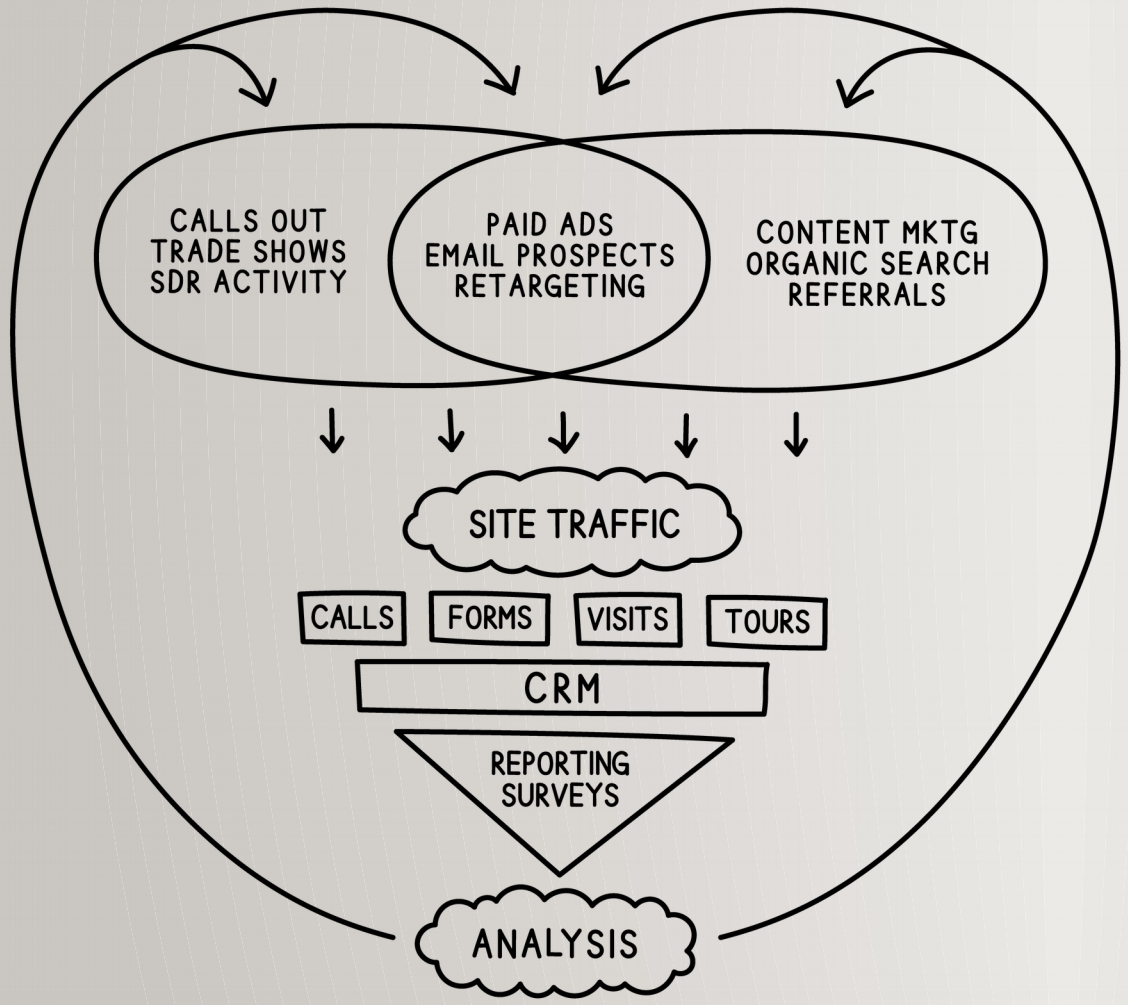
- The path has changed
- Easy to focus internally
- Focus on your customer's changes/deviations

GO TO THE NICHES



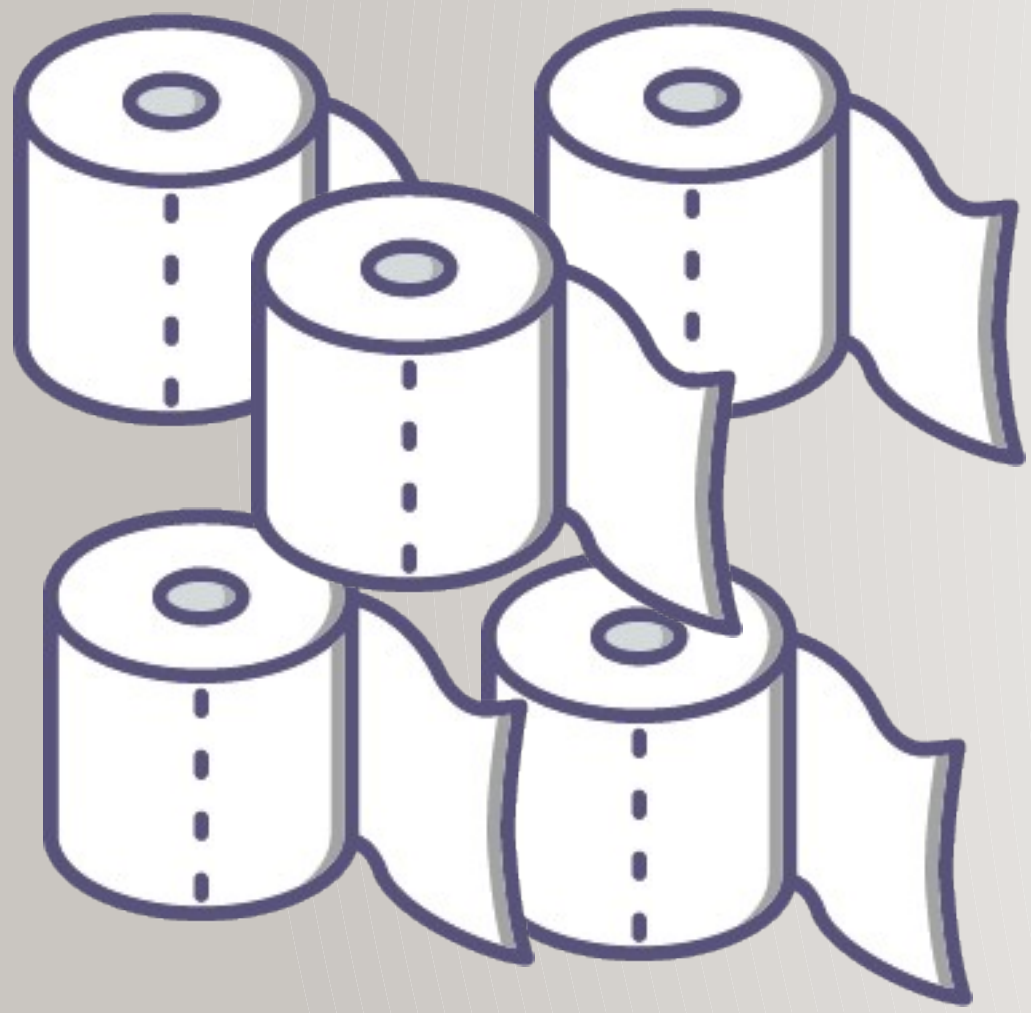
- **Narrow your work**
- **Start with Good/Bad**
- **Leave things behind**

IT'S TIME FOR DIGITAL



- **How many webinar invitations this week?**
- **Where is your good/good hanging out online?**

TACTICS FOR RIGHT NOW

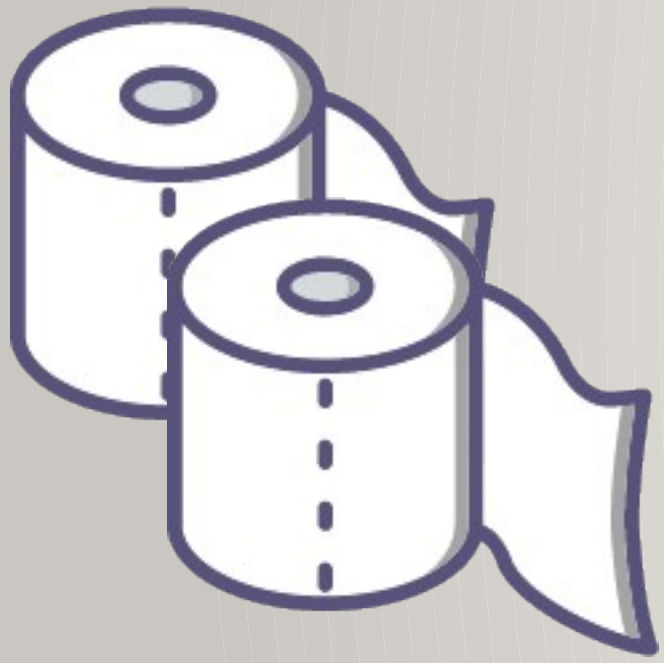


- Who's got (voice) mail
- Start spreadin' the news
- Write and push
- Bury the old stuff
- Lighten the mood

YOU'VE GOT (voice) MAIL

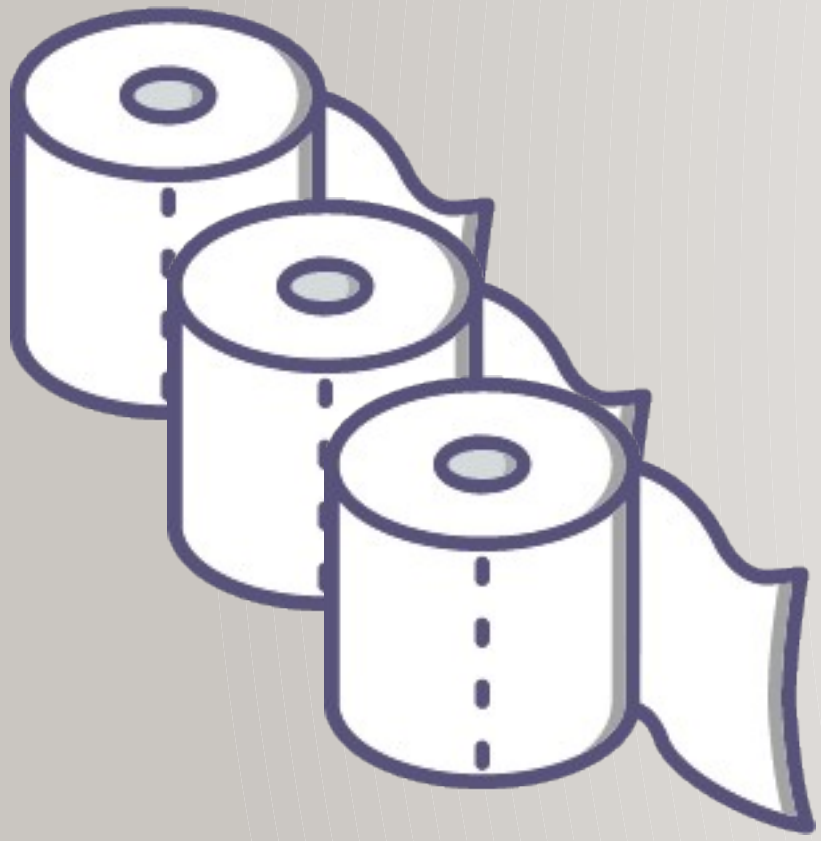
- Radio ad length – 120-150 words for your people
- Company name
- What instant value/advice do you have?
- "We want to help. For instance, in times like these, have live person answering the phones."

START SPREADIN' THE NEWS



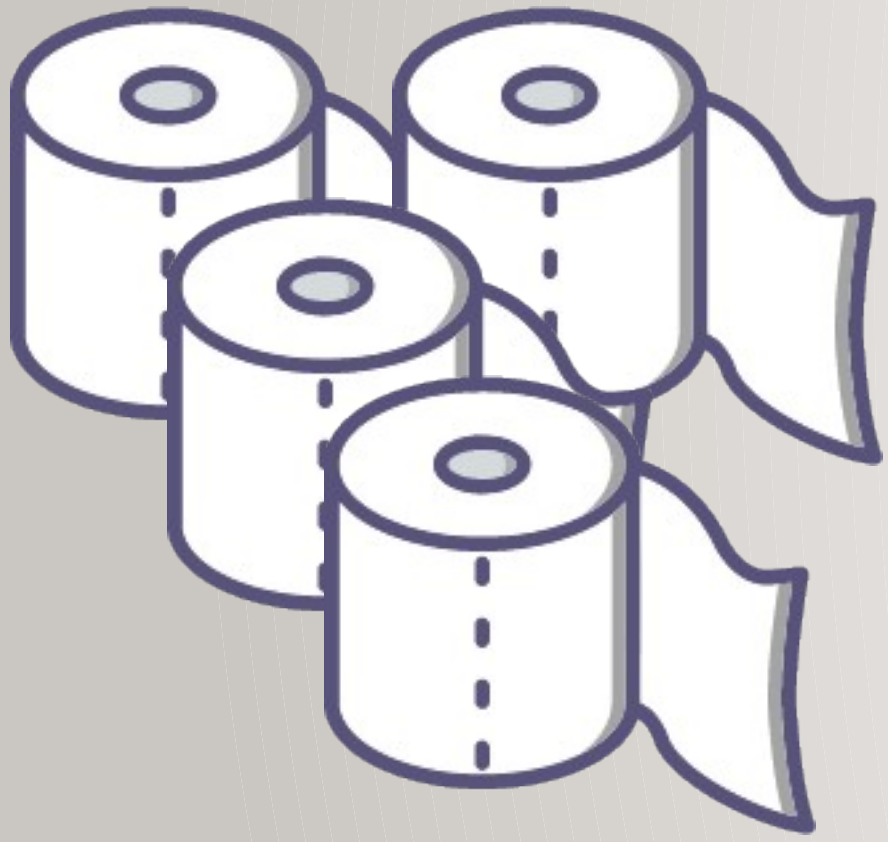
- Press releases and press mentions
- HARO, GetQwoted, PR Leads*
- Guaranteed Press Releases*
- FB Audience distribution
- It's all about the audience

WRITE AND PUSH



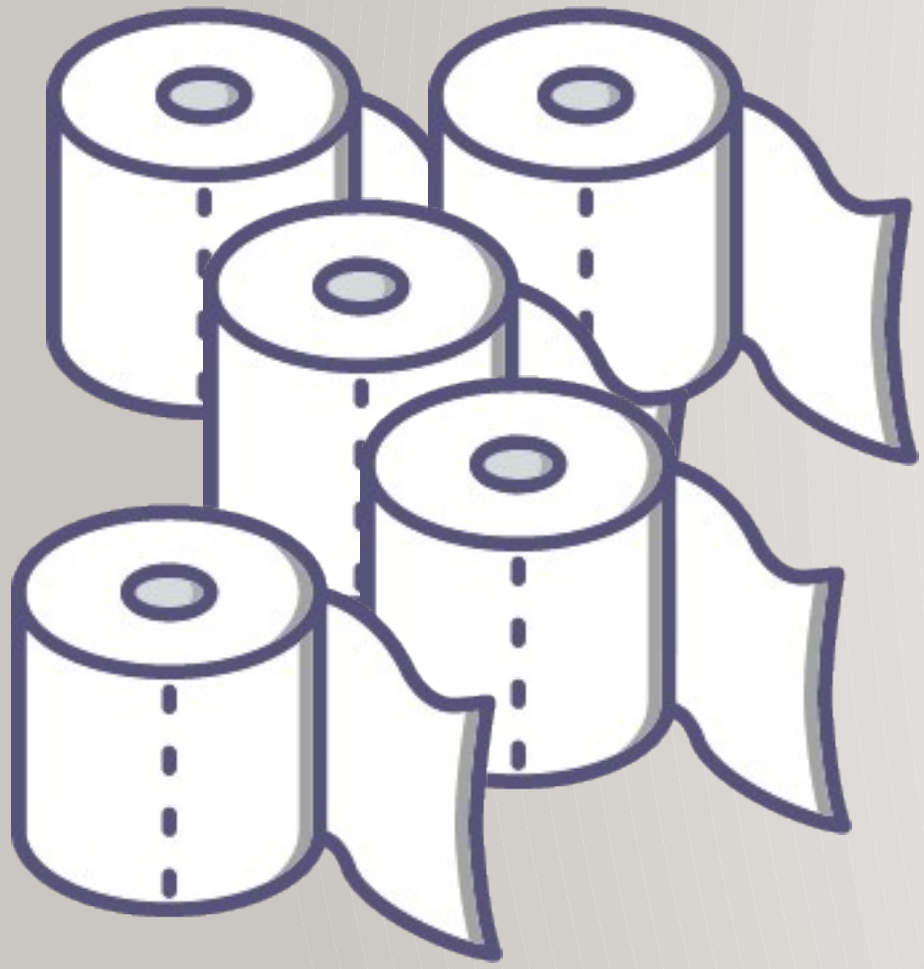
- Content Marketing
- Start with Questions from reps
- Push content via email
- Segments > broadcasts

BURY THE OLD STUFF



- Already started on Content Marketing?
- Review unvisited pages
- Hide?
- Re-fresh, re-write, re-submit SEO

LIGHTEN THE MOOD



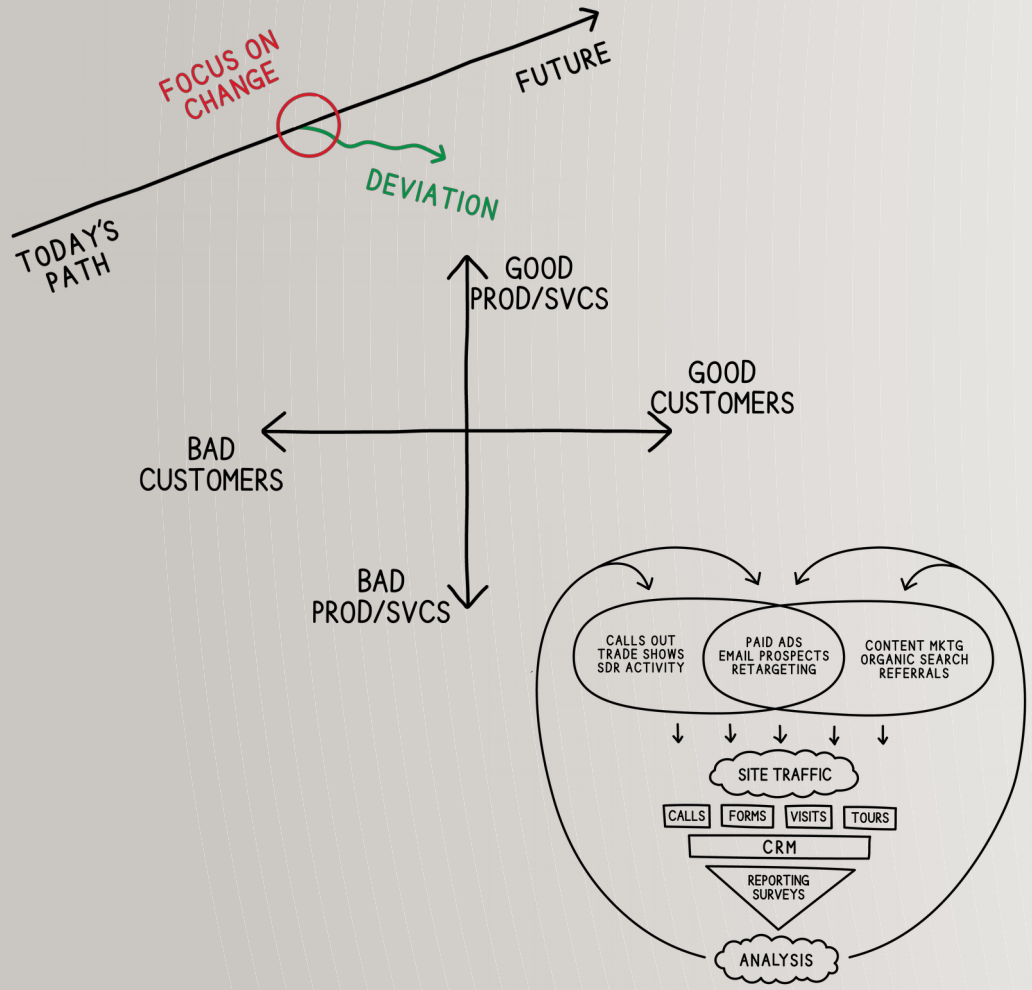
- Shared experiences like this are rare
- Funny is hard, but self-deprecation makes it easier
- We’re all human, act like it

QUESTIONS?

WHAT NOW?

- Start with segments
  Good/Bad Custs/Prod/Svcs
- Gather common questions
- Get in touch

REVIEW



- Who's got (voice) mail
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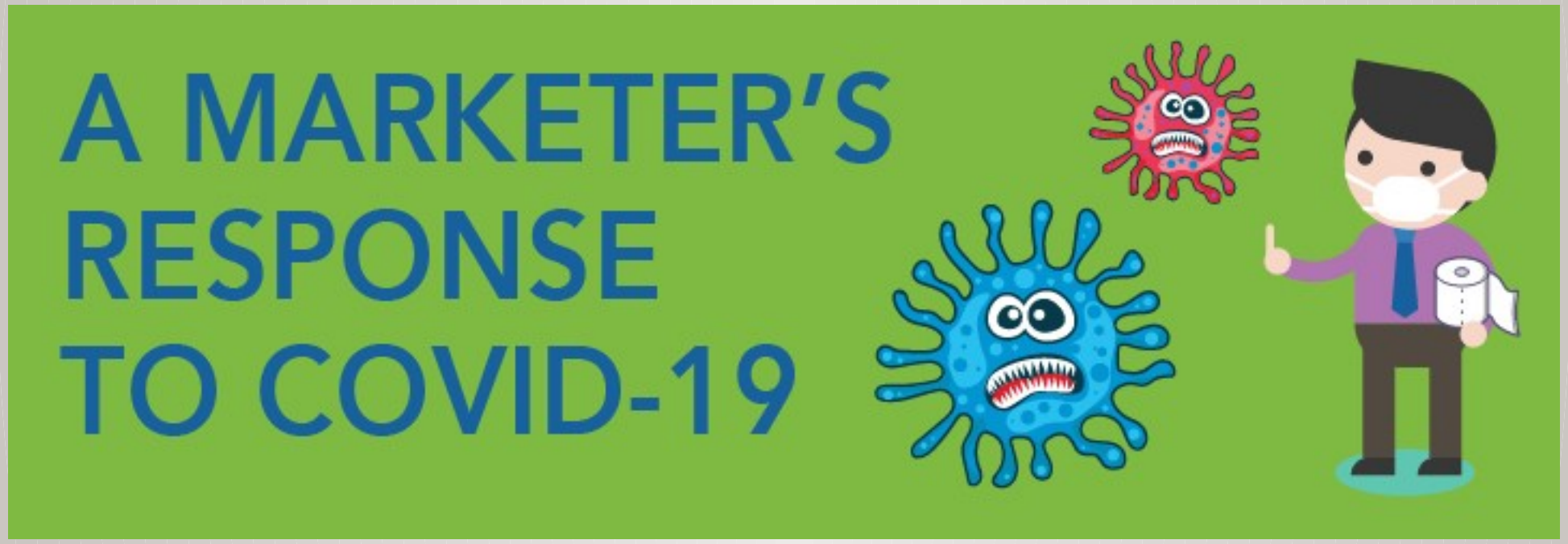
THANK YOU!
LET US KNOW IF WE CAN HELP.



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