



# 10 MARKETING STRATEGIES DURING COVID-19

Great plans evolve businesses.

## EVALUATE YOUR DIGITAL EXPERIENCE

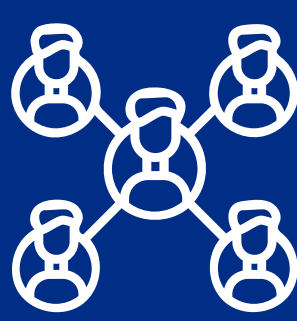
1.



60% of Chief Marketing Officers surveyed nationwide are focusing their efforts on building better customer-facing digital businesses. Evaluate your customer-facing digital experience, (e.g. website, social media).

## BE ENGAGING

2.



Find ways to make your digital presence more engaging. Share videos, host virtual events that can be experienced both online and offline.

## COMPASSIONATE MESSAGING

3.



It is important that the messages you share at this time show care, concern, empathy, honesty and authenticity.

## EVALUATE LANGUAGE AND IMAGERY

4.



Remove imagery that could be considered tone-deaf or insensitive. This could include images of large groups of people together on your website, social media, and paid online advertising.

## LET YOUR CUSTOMERS KNOW

5.



Let your customers know what you have been doing or plan to do. As a business owner, you are your brand. Tell your story on your website, newsletter, or blog.

## PERSONALIZE YOUR BUSINESS

6.



Curate stories that you can share from your employees, customers, and other stakeholders. Stories make your business more personable.

## SHOW CHARITABLE CONTRIBUTIONS

7.



Show the charitable works or contributions you have made. Customers respond positively to businesses that support their causes and give back to their community.

## ENGAGE WITH YOUR EMPLOYEES

8.



Your employees are often your business' best brand ambassadors. Encourage them to use their social media tools to share updates about your business.

## ENCOURAGE CUSTOMER ENGAGEMENT

9.



Encourage customer engagement across channels. Ask them to vote on a favorite product, post a picture, comment on an idea.

## ASSESS ONLINE PLATFORMS

10.



Evaluate your ability to sell your products and services through additional online platforms. Be sure to understand the business requirements and commission fees of each platform.

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