

MARKETING “FORWARD” DURING COVID-19



**TACTIC 1: CONNECTING &
KEEPING TOP OF MIND**

Connecting & Keeping Top of Mind

During these unprecedented times, it is important to focus on your current customer base, to reassure them that you are there to help them. In this document, National Positions does just that, by offering you some practical, simple ideas to help you build even stronger relationships with your customers during the coronavirus crisis.

Public Recognition of COVID-19:

If you have not done so yet, make sure that you draft a formal recognition of the current pandemic and your plan of action for keeping your team, your clients, and your operations safe. Consider updating this statement weekly, as news surrounding business operations on federal and state levels change. This recognition can be in the form of an email or you can include a banner or pop-up on your site's homepage that links to a page or document.

**National Positions has a number of complimentary templates and content ideas that are available to you. Please let your Client Partner know if you need our help.*

Business Operations & Processes:

Let your clients (previous and current) know how you will be commencing operations moving forward. Can they still order online and/or over the phone? Are there delivery options available now that weren't previously available? Furthermore, be sure to outline how you are ensuring the safety and health of your customers during this time.

**We recommend that you make changes to your Facebook page, Yelp listing, and GMB listing. If you need to make changes to your website, we would be happy to help. *Note* Recent changes from Google may delay GMB updates, depending on your industry.*

Shelter-in-Place Promotions:

This can be included within your public recognition updates or an update in and of itself. If your product or service connects directly to the current pandemic situation, such as home goods, medical supplies, cleaning products, etc., proactively offering promotions or product giveaways via email, messaging, or SMS text can show that you have a finger on the pulse of what customers need at this time and that you're ready to help—and at a discount.

**Our team has examples of these types of promotions and would be happy to assist you in getting this put into place.*

Regular Newsletters:

Just as people are scouring social media to get updates from their friends and family, customers are more receptive to messaging that brings comfort. In fact, this may be the best time to provide regular updates (using any of the ideas above) surrounding business operations or even to simply offer an open door of communication and a helping hand where you can.

**Relationships are key during this time. We are offering a free basic email service if you need it.*

Support for All:

For many businesses, the main goal is usually to drive revenue and move product or provide service, but right now there is far more opportunity to be a pillar of support. There has never been a better time to connect and help, so if it is within your power to do so, consider rate reductions or in some cases, free support services. This should be a major consideration for any B2B business. Not only is this the neighborly thing to do but there is a much higher likelihood that you will have a client for life once business is able to resume as usual.

National Positions is committed to your success during these uncertain times. As the situation evolves, our team will be providing you with new updates, opportunities, and strategies to put into action. If you need any assistance or have any questions, we urge you to reach out to your NP team.

Right now there are adjustments to be made, but even in these uncertain times, there are opportunities to leverage—and as your partner, we're ready to assist you with both.



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