

MARKETING “FORWARD” DURING COVID-19



TACTIC 3: CONTENT CURATION & ELEVATING YOUR BRAND VOICE

While the gut reaction for most of us is (understandably) to focus on what not to do in order to reduce costs right now, we mustn't forget what can be done for our clients. Most consumers are desperately looking for a semblance of comfort and control during these times, and businesses are no different. So what is 100% in your control? Your content.

Your website, emails, social feeds, advertising, and beyond are all dependent on the content that you create and leverage. And right now, there is another factor that is crucial to keep in mind—the influx of time that customers are spending online and the influx of content they are consuming.

Even in these uncertain times your content can be your greatest asset.

Consistent Brand Updates:

Consumers are collectively looking for information and updates about how your brand is responding to the COVID-19 pandemic. They are not looking for more news, but rather, they want to know if you are still in business. Can orders still be made? Will there be delays in shipping? Are you taking steps to ensure your team and customers are protected, safe, and healthy? Consider questions like these and make sure they are addressed on your homepage, landing pages, blog, and product pages.

Our team is happy to implement any site updates regarding COVID-19 in order to help you during this time. Just reach out to your Client Partner, and they'll get back to you as soon as possible to assist.

Live Social Video Content:

The only thing better than video content is “timely” video content, and we are seeing more live video on Facebook, YouTube, and Instagram than ever before. Remember, with folks sheltering at home, many are turning to social media to stay connected while they are physically apart. If you are going for speed, go “live” and address your customers in real time—forget the polish. This is a great way to connect with your audience and customers and to provide the latest updates in the fastest, most sincere way possible.

If you would like information on how to create live social video content, please reach out to your Client Partner.

Video Content:

There is no doubt that video content has been on the rise for years, but the influx of time being spent on YouTube right now only solidifies how many people prefer this type of visual content.

But video isn't just reserved for YouTube. In times like these, customers want to connect with brands that have their best interest at heart—and putting a face to the brand will connect better than a thousand written words. Consider creating personal video responses to COVID-19 operational-related updates and sharing across your homepage and social feeds.

**As this update was being written, Apple has announced that they will be offering a free 90-day trial of their Final Cut Pro X and Logic Pro X software—another great reason to start creating quality video content!*

National Positions is offering free uploading, optimizing, and embedding of any video related to COVID-19.

Spend Time Actively Engaging:

As we mentioned, the amount of time that people are spending on social media is growing. People are not only looking to stay connected but also looking for answers. Engaging on social media with your customers falls under the content umbrella. And time spent answering questions on public forums shows that you are engaged and dedicated to your consumer base. You can also take advantage of these questions and spin this into a COVID-19 FAQ page on your website. Start by engaging 30-45 minutes each day and you will understand the pain points of your customers at a much higher level.

Your Client Partner will be happy to work with you to create a FAQ page or helpful content that you can use around the web.

Spread the Word:

Every piece of content you publish, video you create, or promotion you run during this period needs a proactive push. Keep your customer base informed by sending nurturing emails with your content updates. Even a short “We know you have questions—and we have answers” email with links to your updated content can go a long way to help build trust. Increased interaction will help keep your brand top of mind during and after the current COVID-19 pandemic.

Getting into the mindset of creating content can be a challenge in times like these. However, it is important to remember that doing the best you can for your clients (new and old) should be your top priority. When they succeed—you succeed. You have an opportunity to show support and strength to those who may need your products or services the most right now.

Your National Positions team is behind you and ready to help and support you in any way we can. If you need any assistance, guidance, or have questions, please do not hesitate to contact us anytime. From our team to yours—stay safe, stay productive, and we will see this through alongside you.



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