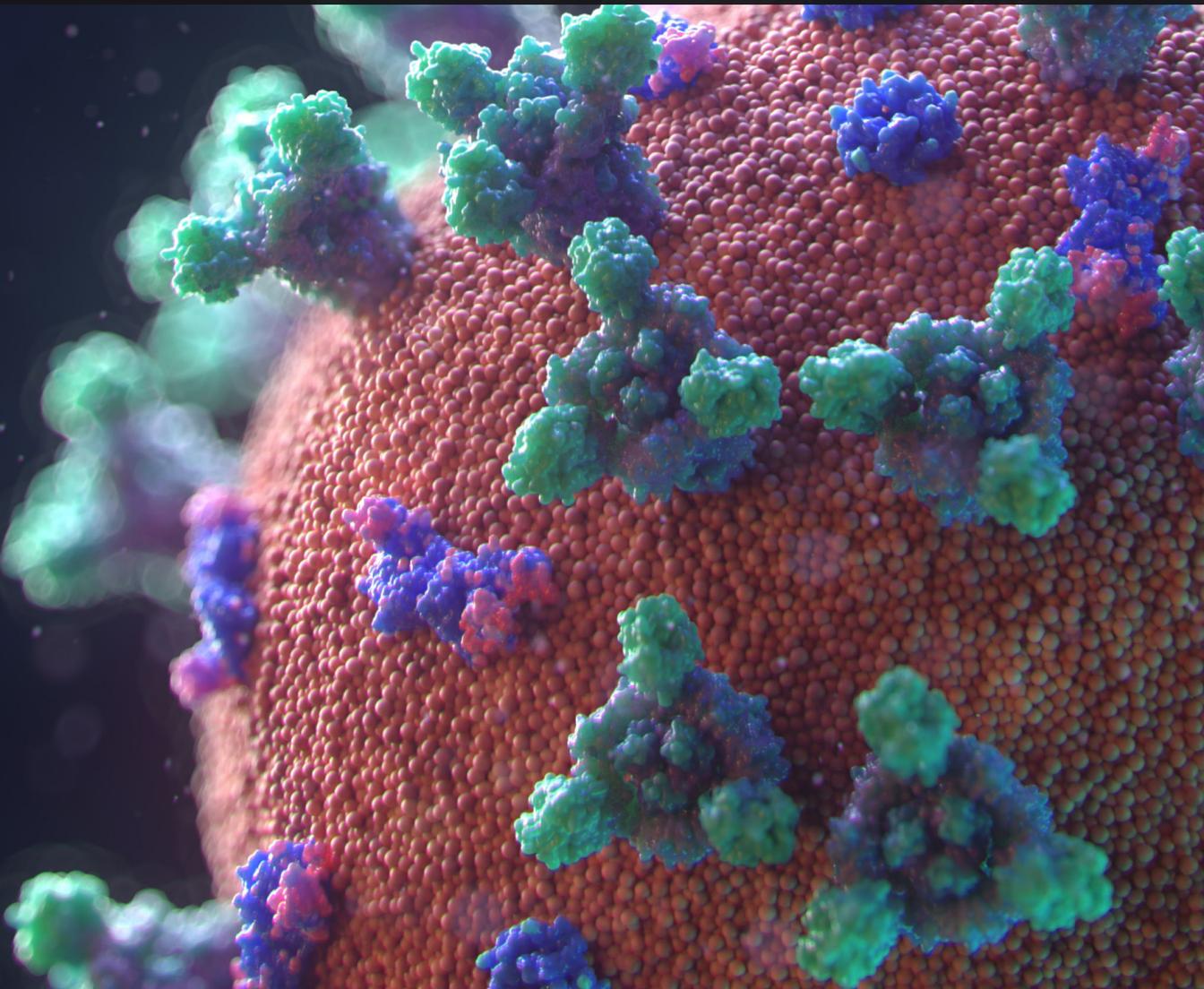


Marketing During COVID-19: 10 Do's & Don'ts

Successful marketing tips to keep your business going during these uncertain times.



Introduction

The COVID-19 pandemic is hitting us all a little differently. There's a lot going on as some of us transition to working from home, and as others have to halt operations altogether. But, as marketing experts, we're here to offer a bit of insight.

What's Included

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04 Don't Exploit the Situation

05 Do Take A Look At Paid Ads

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10 Do Reallocate Spending from Cancelled or Missed Events

12 Don't Do Business as Usual

Stay Safe, Stay Connected

We've been getting a lot of questions from clients and prospects alike about what the right marketing response is to this situation. The truth is there is no right response. Every business is different. **Here are 10 do's and don'ts we've been using as guidelines for ourselves, and for our clients.** We've been seeing success with all of these 10 tips, so we hope they help you too.

01/10

Don't Just Stop Marketing

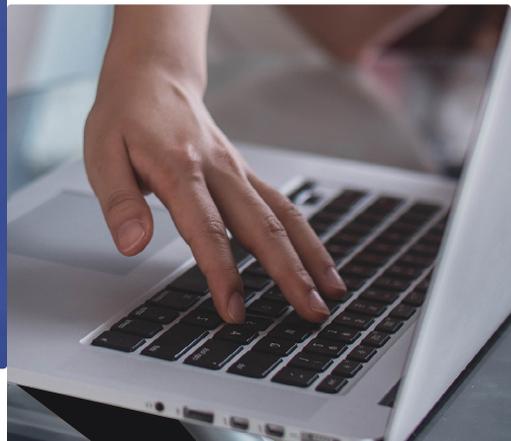
It's easy to say, "there's no point in spending on marketing if nothing is coming in." For a lot of small businesses, every penny is going to pay the rent, make payroll, and do what you can to stay afloat.

If you can afford to, it's worth it to keep investing in your marketing strategy at this time. There will be a time after this crisis, and now is the time to do what you can to prepare for that.

**Be fearful when
others are greedy,
& greedy when
others are fearful.**

—
Warren Buffett &
Neil Patel

◀ [Blog Post: What The Coronavirus \(COVID-19\) Means For Marketers](#)



The better situated your company is when this is all over, the faster your team will be able to bounce back. With that in mind, let's look at a few ways you can restructure your marketing plan to get the most out of it during this crisis.

02/10

Don't Exploit the Situation

The COVID-19 pandemic is just that, a pandemic. It's a serious situation that's causing pain and grief around the world. **Attempting to capitalize on other people's fear isn't marketing, — it's just bad business.** It's short-sighted, it's wrong, and it's not going to win you any friends.

For example,

Google Ads platform has banned bidding on terms like **"COVID-19"**, **"coronavirus"**, and even **"N95"** and **"masks."** They recognize these campaigns are likely exploitative, and won't allow for their creation, or shut down associated ad accounts if you somehow managed to get around their bans.

☰ Google Ads Help

[Help Center](#)

[Community](#)

[Announcements](#)



Current as of April 14, 2020

Google is monitoring the impact of coronavirus (COVID-19) as the situation evolves, and we are taking the necessary steps to maintain a safe advertising ecosystem.

Please check [Google Ads Help Center](#) for the latest updates on our "Sensitive Events" policy.

Focus On Providing Help

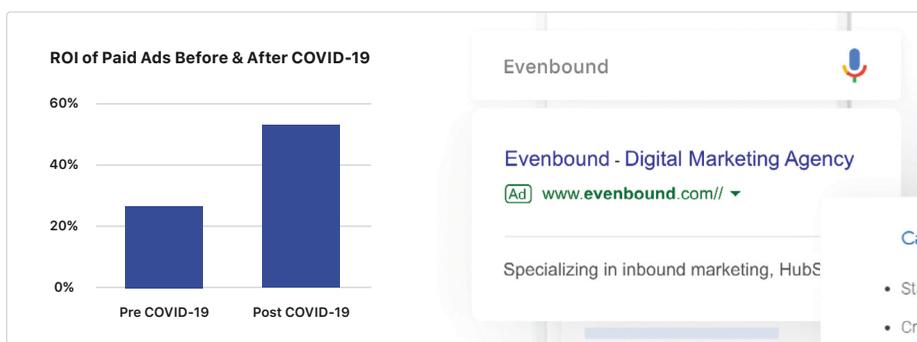
- If there's a service you can provide to help people, do it.
- If you can extend your support for clients, make it happen.

You can still market your company, but it doesn't have to be exploitative. People needed your product or service before the virus, right? Then they'll need it after. Using the virus to stir up urgency or make an extra buck isn't the ethical way to go.

03/10

Do Take A Look At Paid Ads

If you had campaigns, make sure you're pausing them or adjusting them to fit the current situation. Consider reallocating that budget to another ad campaign that makes sense.



Paid Ads are Cheap Right Now

There's not much competition on the market, which is **driving bid prices down**. This means you have a better opportunity to rank higher. Now is the time to develop campaigns that are worthwhile and helpful to others.

Don't Spam Your Customers

There's a lot of fear out there today, and everyone's got something to say. **Quality, effective communication is key** in order for your followers, prospects, and customers to know how you're handling this crisis.

Here's what you can do:

- Give a succinct, calm update of where your company is at.
- Reassure your customers you're still there for them.
- Clearly explain how your company is handling this crisis.

Create post

🚩 COVID-19 update
🏷 Offer
🔔 What's New

⚠
Changes to your business?
 Let customers know about any changes to your business due to COVID-19

Update your status

- ▶ Facebook announcement posts about business changes



Note: Use this time to put out information that will actually help your customers and prospects. Try to keep COVID-19 announcements to a minimum and offer information that's truly going to make a difference.

Do Make Yourself Available to Clients & Prospects

People are going to have questions. Absolutely answer them. If you have frequently asked questions, put them together and post them in a blog.

Note: In addition to helping people find answers to their questions, an FAQ schema through Google can help you boost your position in SERPs as well as increase your traffic.

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Settings Tools

People also ask

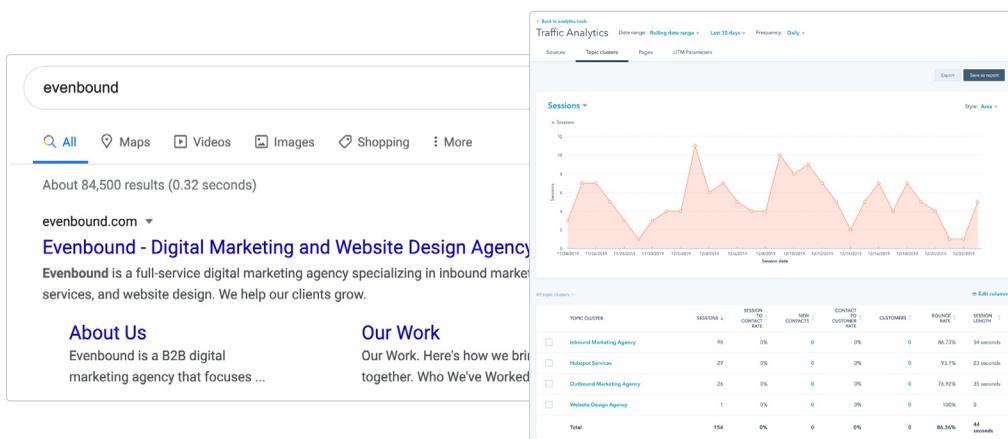
- What is meant by inbound marketing?
- What are examples of inbound marketing?
- What is inbound and outbound marketing?
- What is a Inbound?

Successful Communication

Communication is the key to keeping your business running successfully during this time. Make sure your clients and prospects know you're still available to them as much as you can be.

Do SEO & Content Marketing

More people are on the internet than ever. This means **SEO and content marketing are going to be two of your most effective marketing tactics.** They're also some of the most cost-effective, so they're worth putting the effort into now.



There's a couple of ways to look at this. The big picture is that everyone is down right now. **You can't control this situation, but you can control your response.** So, how do you become the first one your target buyer turns to when everyone starts to get back to work?

Here's what you can do:

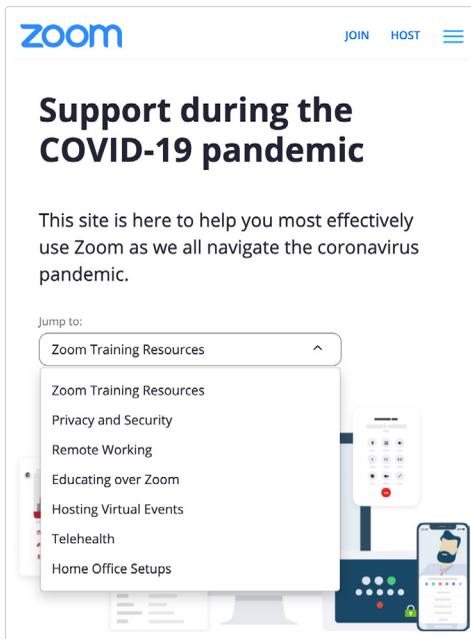
- Use this time to continue positioning your company as an expert authority in your industry.
- Increase your SEO presence.
- Build your authority and topical relevance with quality content that genuinely solves problems.

Do Stay Informed

There are a ton of changes happening every day. It's important for us to keep up on those changes for our own business, but also so we can help our clients make the most out of those changes as well. **Do your best to stay informed, for you and for your clients.**

For example,

Many of the providers we work with, **HubSpot, Google, Zoom, etc.**, are offering free or extended services to support businesses in this time of crisis.



- ◀ Extended Services and Support
Zoom & HubSpot



HubSpot Relief Efforts

Working with all of our app partners, HubSpot is also responding to these challenging times with efforts to support our employees, prospects, customers, and partners. You can check out the resource we've put together to summarize these efforts below.

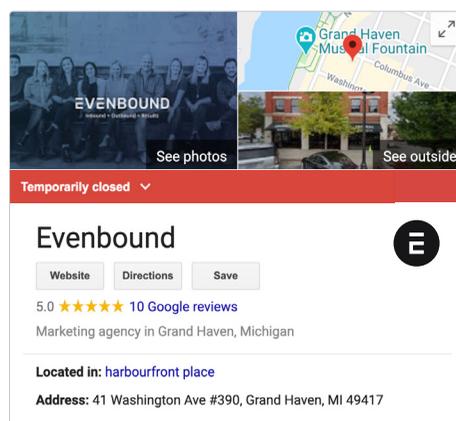
[Learn more](#)

Don't Forget to Update Your Online Listings

This goes along with communication. Make sure you're updating your online listings, like your Google My Business page, your Facebook page, and even your LinkedIn company page with your new hours, or with relevant information.

Google Listing

If you've closed a certain location, make sure you update your Google listing to say "temporarily closed". The more transparent and upfront you can be with your clients and potential buyers, the better they'll respond.



Do Reallocate Spending from Cancelled or Missed Events

A lot of B2Bs are missing out on big tradeshow and conferences this year. For many, those feel like huge missed opportunities, where they often get the most leads. While it's unfortunate that you're missing out on a big marketing opportunity, you now have that budget back in your pocket. Put at least some of it to work for you.

Invest In Digital Marketing

Digital marketing is a great place to reallocate those budgets because it's what's up and running right now. Again, people are on the internet, doing research and looking for solutions to their problems. If you can provide that solution, your company is where they'll turn.

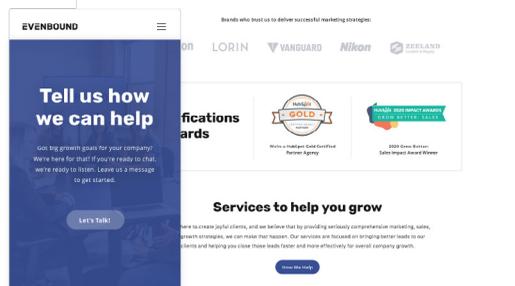
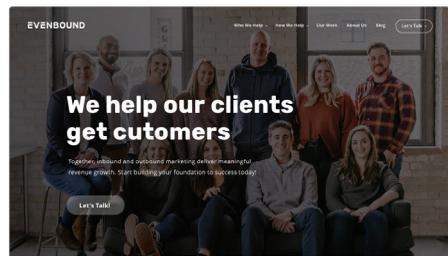
Spend your budget wisely, especially if it can have a measurable short-term impact on your business. And, if you can afford it, invest in a long-term plan and utilize agencies for marketing strategies.

TechWyse - *pivoting your budget during COVID-19*

If you're not sure about putting money into ads or specific marketing tactics at this time, a new website is a great investment.

Consider A New Website

Web design agencies are working as hard as ever in this time, and this is a marketing initiative that's easily completed over the internet. If you can build a new website now that will support digital marketing efforts in the future, your online presence will be off to the races.



Don't Do Business as Usual

We are so far from business as usual. Trying to make everything "normal" is a mission you'll fail before you even begin. Instead, **try to get creative**. If your company isn't able to work at this time, you could work to incentivize orders placed in advance.

For example,

Some of the women here at Evenbound are getting concerned about our hair. It's vain, sure, but this is a long time to go without a cut and color, okay? A great way to help out, if you were a salon, would be to guarantee first available appointments to people who book now, or offer a small 10%-20% discount for any prepaid appointments made at this time.

This solves problems on both ends:

- 1.** The salon's staff knows they have jobs to come back to and have cash from prepaid appointments and,
- 2.** The women of Evenbound know we'll have first priority to freshen up when our Shelter at Home order ends.

The Point Is: Business as usual isn't going to solve problems in a situation that's far from usual. Get creative, and let people know how you're still working to help them out as best you can.

Stay Safe, Stay Connected

The Evenbound team is always available to answer any questions you might have about the tips here or anything else you might be working on. In the meantime, we hope you're well. Stay safe, and stay connected.

EVENBOUND

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