



# GUIDE TO NAVIGATING MARKETING EFFORTS DURING A CRISIS



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There is no denying that the COVID-19 or Coronavirus epidemic will have an enormous impact on business in the year 2020 and potentially beyond. Between retail closures, manufacturing shutdowns and travel virtually halting throughout the world, the next few quarters will be interesting to say the least for businesses in all sectors.

The good news is that marketing can help ease companies through these tough times, though it will take some unique changes to how brands approach communicating with customers and clients.

Now is the time to change your strategy. During a time of crisis, focusing on conversions and clicks is much less important than focusing on your brand. Consumers need to know that you are there and that you are relevant. When the market turns, you will be who customers turn to.

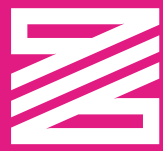


In this document, you will find tips, tricks and techniques to keep your business on target through these challenging times. We will walk you through our recommendations for using social media as a tool to navigate this time. The key to approaching your social media strategy is to stay engaged with your audience. When business is down, it is survival of the fittest. Staying connected with your customer will allow you to retain your business's fitness.

## **SHIFT YOUR STRATEGY**

Zipie's recommendations on techniques to stay in touch and help your customers navigate through market challenges:

## **STAY IN TOUCH. STAY RELEVANT. STAY STRATEGIC.**



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## STAY IN TOUCH

Customers will need to continue to hear from you in a measured, strategic manner. When the market improves, pent-up demand will find customers looking for your products and services. Don't allow an interruption in your marketing activity to cause long-term damage to your bottom line by not being present.

### WAYS TO STAY IN TOUCH:



**1. POST COMPANY UPDATES IN A TIMELY MANNER.**



**2. RESPOND TO CUSTOMER QUESTIONS & CONCERNS.**



**3. OPEN NEW LINES OF COMMUNICATION FOR YOUR AUDIENCE SUCH AS LIVE CHAT.**



**4. PROVIDE SUPPORT AND KNOWLEDGE THAT ALIGNS WITH YOUR BUSINESS TO HELP YOUR CUSTOMERS DURING SOCIAL DISTANCING.**

FOR EXAMPLE: IF YOU ARE A FITNESS STUDIO, OFFER CLASSES ONLINE OR AT HOME WORKOUT TIPS.



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## STAY RELEVANT

Consider expanding friendly, helpful content that is related to your brand and that will continue to delight your customers throughout. For health-focused brands, consider recipes and home workout tips that will allow your customers to stay focused on their goals. For financial companies for example, consider helpful insights into saving and planning tools. The point is to stay relevant, and to remain a trusted market and thought leader to your customers and prospects.

### WAYS TO STAY RELEVANT:



- 1. LISTEN BEFORE YOU SPEAK. PRACTICE SOCIAL LISTENING TO UNDERSTAND THE FULL SCOPE OF YOUR CUSTOMERS' NEEDS AND CONCERNS BEFORE RELEASING A MAJOR STATEMENT.**



- 2. ALIGN YOUR CONTENT AND MESSAGES WITH MAJOR DEVELOPMENTS IN THE NEWS TO STAY CURRENT**



- 3. RE-EVALUATE YOUR PAID AND ORGANIC SOCIAL MEDIA CAMPAIGNS AND REMOVE ANY MESSAGES THAT COULD BE VIEWED AS INSENSITIVE OR IRRELEVANT.**



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## STAY STRATEGIC

Business goals will change as a result of disruption. Take this time to communicate with your agency or in-house team to re-evaluate ongoing objectives and how these new objectives will apply in the coming months. Take advantage of market opportunities, and reduce potential loss by staying proactive with your marketing.

### WAYS TO STAY STRATEGIC



- 1. PROMOTE CURRENT PRODUCTS AND SERVICES THAT CONSUMERS CAN STILL USE AND PURCHASE DURING A CRISIS. (E-GIFT CARDS)**



- 2. OFFER NEW PRODUCTS AND SERVICES TO MAKE THE PURCHASING PROCESS EASIER. (CURBSIDE PICKUP)**



- 3. OFFER FREE SHIPPING WHEN ONLINE SHOPPING IS THE ONLY WAY FOR CONSUMERS TO BUY PRODUCTS**



- 4. HISTORICALLY ADVERTISING PRICES FOR TRADITIONAL MEDIA (RADIO, TV, ETC.) DROP SIGNIFICANTLY DURING A FINANCIAL CRISIS. TAKE ADVANTAGE OF THE LOWER MEDIA PRICES TO PROMOTE YOUR PRODUCTS AND SERVICES.**



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## **CONCLUSION**

Being a business owner or managing a brand during uncertain and unexpected circumstances can feel daunting, if not scary. But by being transparent, showing empathy and proactively practicing strong marketing communication, you stay connected with your audience and empower them to make decisions.

## **GET IN TOUCH**

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