IGNITE WEBINAR SERIES

Marketing Your Business During a Pandemic

COVID-19 Recovery & Rebuilding WEDNESDAY, MAY 20, 2020







Webinar Logistics



WE ARE RECORDING

Recordings, slides, and any resources mentioned will be shared with participants after the event and available at <u>http://info.entrepreneurfund.org/igniteseries</u>

Q&A

All participants have been muted. If you have questions please put them in the **Q&A** field and we will be sure to answer those. A Q&A summary will be provided after the meeting, if we can't get to all questions during the event.

CHAT

The chat function is enabled for you to chat with the speakers. These messages don't go to the full group.

FEEDBACK

We want your feedback. After the event, you will receive a survey request. Please complete this so we can continue to improve this series.

Today's Agenda & Presenters

1:00 PM – WELCOME & OVERVIEW

Sandy Voigt, Women's Business Alliance Central Director

1:05 PM – MARKETING YOUR BUSINESS DURING A PANDEMIC Molly Solberg, President, MAS Marketing

1:55 PM – WRAP-UP

Sandi Larson, Women's Business Alliance North Director













About WBA's

The Women's Business Alliance is a certified Women's Business Center through the SBA, which provides women business owners services to grow, finance or start a business. We have two offices: one in Northeast Minnesota and one in Central Minnesota.

POWERED BY



SBA U.S. Small Business Administration







IGNITE WEBINAR SERIES COVID-19 Recovery & Rebuilding

UPCOMING WEBINARS

May 27
June 3
June 10
June 17
June 24

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PAST WEBINARS (RECORDINGS AVAILABLE)

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- rocedures Relating to COVID-19
- e SBA
- our Business to Re-open



Marketing Your Business During a Pandemic



Molly Solberg, President of MAS Marketing



What We Will Cover MARKETING YOUR BUSINESS

FREE TOOLS

Free marketing tools now available for a limited time through platforms like Google, Yelp, and Trip Advisor.

MESSAGING

Crafting Social Media Posts that reflect your business and brand during this pandemic.



FUTURE

What's next in Marketing Trends.



Yelp tip: features and updates

COVID-19 banner

There's a new COVID-19 Advisory Alert banner at the top of all Yelp Business Pages. You can edit this alert to share a custom message with specific updates for your diners.

Yelp Connect

Connect provides an effective way to communicate with your customers and provide information on the steps your business is taking to protect their safety.

Takeout and delivery are here to stay

Early indications point to the continued popularity of takeout and delivery, even as people return to in-restaurant dining. Think through your offerings for off-premise dining, and plan menus featuring dishes that travel well; think about staffing or partnerships if needed, and examine the technologies and platforms that are available. Communication is again important—making sure that all your digital touchpoints are up to date with your takeout and/or delivery options, so customers can quickly understand what you offer and how to place an order.

Yelp tip: features and updates

Takeout and delivery settings

Update your Yelp Page to indicate that you are offering takeout and/or delivery. There are also COVID-19-specific Business Highlights that appear more prominently in search results and on your page.

Call to Action button

Add a Call to Action to your page to direct people to your takeout or delivery ordering

Free Tools Yelp



Free Tools Yelp



Hi Molly,

The global pandemic continues to disrupt daily life, and it's been especially hard for independent businesses. To continue to support you through this difficult time, we are extending our relief plan to you through Memorial Day.

For that means you'll continue to have free access to Business Highlights, Call to Action and Yelp Connect through May 25, 2020. Learn more about these features and how to set them up here

If you're currently using Yelp Waitlist or Yelp Reservations we will also continue to offer free access to those products.*



Free Tools

Trip Advisor

Tripadvisor:

Keep Diners Informed During COVID-19

As the COVID-19 crisis continues to evolve, Tripadvisor is committed to supporting your business and helping you keep diners informed.

Make sure your listing reflects the status of your property by <u>marking it as temporarily closed</u> if needed. You can indicate when you're planning to reopen, and can easily update your status as your circumstances change. You can also let diners know if your restaurant is available for takeout or delivery, or add an option to purchase a gift card to your listing page.

Update Status



FACEBOOK

FACEBOOK

Have your services been affected by coronavirus (COVID-19)?

You can now temporarily indicate changes to your available services on your Page.

Update Services

Update Temporary Service Changes

Choose an option to indicate how your services have changed due to coronavirus (COVID-19).

Open With Service Changes

Temporarily Closed





FACEBOOK



Keep your business moving forward.

Find information about programs and products designed for businesses like yours.









Free Tools

COVID-19: Ad credits for Google Ads Small and Medium-sized Businesses

Updated on April 20th with additional information on eligibility criteria and ad credit details.

We want to help small and medium-sized businesses (SMBs) stay in touch with their customers during this challenging time. That's why we're giving our SMB customers worldwide \$340 million in ad credits, which can be used towards future ad spend, until the end of 2020 across our Google Ads platforms. This is part of a larger commitment from Google to support SMBs, health organizations and governments, and health workers on the frontline of this global pandemic.





- A. Yes
- B. No
- C. I don't know...

Do you have access to your Google Business listing?



Free Tools

Google



Update your Business Profile on Google

Update hours or status

Edit your hours or mark your business as "temporarily closed" if needed.

Confirm phone number

Post COVID-19 updates

Add or edit attributes





Update your Google Ads campaigns

Edit your ads

Edit your ads to show customers your current offerings.

Adjust your budget

Get the Google Ads app



()

Continue to adapt to new customer behavior

Resources

Training Guide: Learn how to use Google Trends

Source: Google Ads Create a free YouTube channel for your business

Source: YouTube





Coronavirus, also known as COVID-19, has spread to a number of countries around the world. This is how it is being searched.



Trending Insights, 05.15.2020



Coronavirus is a huge topic in search interest

All-time high

Virtual internship reaches 2004-2020, Worldwide

+500%

"Decorate car for graduation parade" past week, US

More Coronavirus daily insights \rightarrow



MESSAGING What Your Business Should Say During a Pandemic

Smart Strategies for COVID-19 Communications

In times of crisis, staying in touch with customers who love you is more important than ever.





Send regular updates on how (Your Business) is dealing with the situation, including updates to your hours, menu, employees, online sales, etc. Regular means a few times a week, depending on if you are open on a limited basis. Now it should move to daily update.





Help Diners Support You Showcase ways they can keep your business in business — like takeout or delivery specials, gift cards, or funds for your staff.





Spread Good News

Keep your relationship with customers positive: Share encouraging messages, virtual cooking tutorials, and spotlights of your great staff.





Show Your Community Spirit Share how you're supporting first responders or the medical community, or the way your business supports farmers and suppliers.







Happy hour prices all night for take out Specials on @foodora_ca @ubereats_canada @doordash

McDonald's

To directly address consumers' heightened concerns around protecting their health, McDonald's Philippines outlined new precautions they're taking, like required temperature checks for employees before and after shifts. By video, president and CEO Kenneth Yang assured customers, "We will not hesitate to cancel any customer activity or even temporarily shut down any of our restaurants."







Be Genuine and Honest.

What's been hard?

What's been positive?

What do you miss the most about your business?

What are you most excited about?

What are your changes and procedures?



Marketing Tips For Businesses





Helpful Tips

- Share Your Stories People have short attention spans so make sure you share • often so you stay top of mind. Alternate the messaging between, photo, text, video, and live video.
- Use Live Video on Facebook to sell products. ullet
- What do your customers love about you? Do a video about that. •





Helpful Tips Getting Ready for the Next...

- Sell Tutorials or Paid Classes to get ready if there is a next wave, \bullet another virus, or natural disaster, etc...
- You Tube for Tutorials Unpaid (Ex. Barbershop.....Haircut)
- Use Your Social Media to Convey Safety to Earn Trust
- Write Articles for Others, Column
- Start a Blog
- Start a Podcast





Helpful Tips

The Importance of Email Marketing

- Collect Email Address as a Content Strategy. Easy way to communicate that has a far-reaching effects
- Email Marketing Using a Service (Mail Chimp, Constant Contact, etc.
- Have Your POS System Collect Emails For Receipt lacksquare
- Offer A Discount or Something for Free







- A. 1-3 years
- B. 3-6 years
- C. Over 6 years
- D. I have no idea
- E. I don't have a website

When was the last time you updated your website & theme? In the last:





Helpful Tips Transition to Online

- Use this Downtime to Shift More Of Your Business to Online
- Create a Website or Upgrade Yours (WIX, Shopify, Wordpress, etc.)
- Remote Learning
- Events are Going Virtual
- Apple and Google Pay, Online Receipts, Ordering, anything contactless
- People Working From Home

The new coronavirus pandemic is deepening a national digital divide, amplifying gains for businesses that cater to customers online, while businesses reliant on more traditional models fight for survival. https://www.wsj.com/articles/coronavirus-pandemic-widens-divide-between-online-traditional-businesses-11585733402


Future Trends **Today and Beyond**





Trends



Live Streaming

Video streaming was 75% of all internet traffic in 2019 and there are no signs showing things will slow down. Studies found viewers watch Live Stream 3x longer than prerecorded video.

Mobile Video

The average viewer is expected to watch 36 minutes of online video per day on a mobile and roughly 19 minutes on a computer.





Artificial Intelligence (AI)

All is expected to make a huge impact on how we market to our consumers. Users can expect highly-customized content delivery, automated based on their personal and lifestyle.

Chat Bots

We'll continue to see a sharp rise in companies integrating chatbots as a valuable communication asset. In fact, it is estimated that 85% of interactions will be with chatbots in 2020, according to Gartner. https://www.gartner.com/en





Micro Influencers

Micro-influencers are more likely to post about specific niche topics and they have the loyal followings that share their passion and 90% of consumers trust peer recommendations and only 33% trust ads.

Shoppable Posts

This represents a tremendous opportunity for businesses, given that 72% of Instagram users have purchased a product on the app. Even more impressive, a survey of more than 4,000 Pinterest users found that 70% use Pinterest to find new and interesting products. <u>https://www.forbes.com/</u>





Marketing Trends The Rise of Visual Search

Is Visual Search an SEO game changer?

Not yet.

But based on how things are trending, visual search is poised to take off in 2020.

Here's what you need to know.





https://backlinko.com/seo-this-year

Just take a look at these stats:

Google Lens has already been used 1 billion times (source).



GOOGLE LENS HAS ALREADY BEEN USED **1 BILLION** TIMES

Pinterest gets 600 million visual searches per month (source).



PINTEREST GETS 600 MILLION VISUAL SEARCHES PER MONTH

https://backlinko.com/seo-this-year

Video Continues to Surge

Online video is EXPLODING right now.

In fact, according to Cisco, online video will make up <u>80% of all online traffic</u> by 2021.

80%!

And that may still not satisfy the world's demand for video.

Despite the fact that there are more videos out there than ever, HubSpot states that <u>43% of people</u> want even MORE video content.



In short:

If video isn't part of your digital marketing plans, you're missing out. Here's how you can use video to improve your SEO this year.

https://backlinko.com/seo-this-year#the-rise-of-visual-search

Video Featured Snippets

You've probably noticed more Video Featured Snippets in the search results.



How To Dance The Macarena - YouTube https://www.youtube.com > watch

https://backlinko.com/seo-this-year#the-rise-of-visual-search

RECAP Marketing your business

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Wrap-up IGNITE WEBINAR SERIES

- Please take a minute to complete the survey as this webinar closes out.
- A recording, slides, and referenced links will be emailed to participants and available online.
- You can also access past webinars, see the upcoming schedule, and tap into other great resources at:

http://info.entrepreneurfund.org/igniteseries









THANK YOU FOR JOINING US!

Find more information at <u>http://info.entrepreneurfund.org/igniteseries</u>

