

Recession Checklist: 8 Steps to Grow Your Business During ANY Circumstance

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Recession Checklist:

8 Steps to Grow Your Business During ANY Circumstance

Recessions can be full of unknowns, but follow this list and you can still utilize this time, even if your business isn't currently performing its services. Then, when business returns to normal, you'll be better prepared for new business opportunities and growth.



Use this time to create a really solid content marketing strategy.

01 On-Page Optimizations

02 Link Building

03 Build New Content

04 Experiment For More Reach

05 Engaging With Your Customers

06 Conversion Rate Optimization

07 Email

08 Paid Ads

1. On-Page Optimizations



On-page optimizations are things you can do to your website to help improve the visitor experience, increase your website visibility, and lead to higher conversion rates. There are so many things you can optimize your site — a few examples include title tags, word count, internal linking, and keyword usage. You should also use available data and site analytics to gain insights on optimizations that will improve your website performance and user experience.

Takeaways:

- Update your title tags, headers, and meta description to include keywords
- Use your analytics to see what the journey is for your visitors. What pages do they enter your site through? Where do they go from there? Use that data to help create a seamless journey for them.
- Consider getting your Google Analytics certification (or other certifications) as that knowledge will pay dividends.
- Use Search Console to look at the top linking sites to your website. Clean up any questionable/spammy incoming links by disavowing them on Search Console.

Resources:

- <https://www.97thfloor.com/blog/on-page-reoptimizations>
- <https://www.screamingfrog.co.uk/seo-spider/#>
- <https://yoast.com/wordpress/plugins/seo/>

2. Link Building



We just addressed what you can do on your website, so now let's focus on what you can do off of your website. We accomplish off-page optimizations largely through link building. It is important to note right off the bat that it is necessary to build links within Google's guidelines to avoid being penalized. Links from other websites help your site build authority, which helps you rank better. It also helps Google discover new pages on your site.

You can also focus on internal link building, which is a process of connecting different pages on your website. This will help keep visitors on your website and connect them with more information that will help nurture them into a customer.

Takeaways:

- Try building new links through broken and resource link building tactics.
- Tap into Search Console's Query data to analyze different keywords, their average position, and their click-through rate. This will help you discern which keywords would make for good anchor texts in your link building.
- Search Console's Query data — see the click-through rate, average position metrics. It can also help discern anchor text.
- Use internal links to help keep visitors on your site and nurture them further.

Resources:

- <https://moz.com/beginners-guide-to-link-building>
- <https://www.seobility.net/>
- <https://backlinko.com/hub/seo/broken-link-building>
- <https://www.youtube.com/watch?v=IOSrx95e4lo>
- <https://ahrefs.com/blog/resource-page-link-building/>
- <https://moz.com/learn/seo/internal-link>
- <https://ahrefs.com/blog/internal-links-for-seo/>



3. Build New Content



You may not be able to run your business as normal, but you can still build brand credibility through new content. Use this time to create a really solid content marketing strategy. Your strategy should be built on good buyer personas. Look at who your audience is and what their needs are. As you consider those needs, look at how your business stands out from the competition. Keep this in mind and you'll be able to create content that makes your brand a valuable voice in the industry and establishes strong relationships with your customers.

Takeaways:

- Spend some time creating more comprehensive buyer personas. If you have not yet made buyer personas, now is the perfect time to start.
- Evaluate existing content and consider which is the most valuable to your audience. Make sure that this content is easily found both in organic search and on your site.
- Look at your competitors' messaging: are they answering questions that you are not? Consider creating some new content that will help your customers become better informed and engaged.
- If your existing content is too heavily weighted to top-of-funnel content, consider scheduling out some middle-of-funnel content. If you have too much middle- or bottom-of-funnel content, schedule out more for the top.

Resources:

- <https://www.97thfloor.com/blog/content-marketing-strategy>
- <https://answerthepublic.com/>

4. Experiment For More Reach



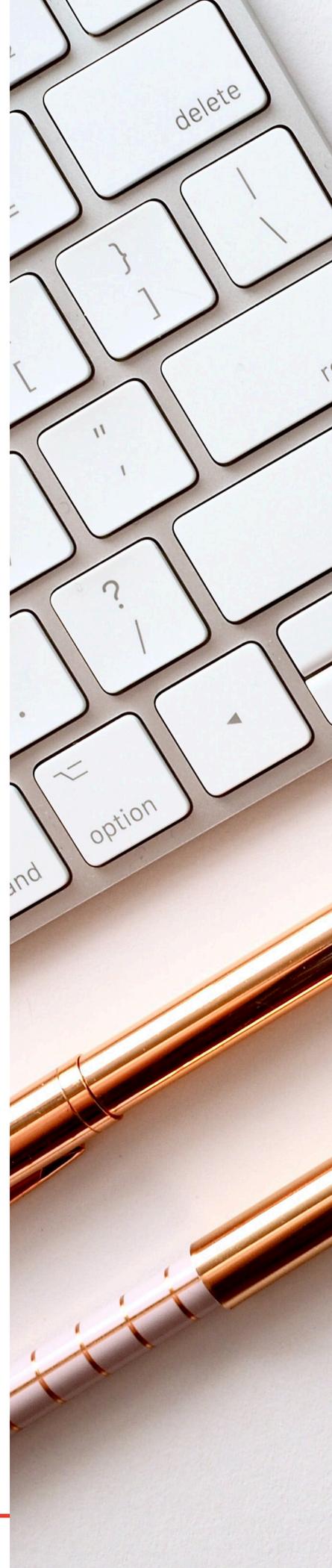
This is a great time to try new mediums and tactics to get in front of new audiences. Figure out where your target audience is, and find ways to connect with them there. With a larger audience, you'll have increased business opportunities once business returns to normal.

Takeaways:

- Join new social media platforms that your audience uses, that you're not currently on. Maybe that means creating TikTok videos, or sharing more stories on Instagram.
- Get involved in new online communities where your target audience is. Find ways to provide value in that community and gain their trust.
- Build new partnerships with industry influencers. Finding a way to include them in an article or a collaboration would be a good way to tap into their audience.
- Experiment with new ad types and audiences.

Resources:

- <https://moz.com/blog/bad-idea-only-create-content-for-your-specific-target-audience-whiteboard-friday>





5. Engaging With Your Customers



Now is an important time to be having two-way conversations with your customers. Remember: it is easier to retain and upsell your current customers than it is to find new ones. So take this chance to connect with your customers and make sure they feel like their needs are heard. Show that you are doing your best to meet those needs. It is more important to listen than to speak, but on social media we demonstrate listening through engagement. As you interact, make sure it's a two-way conversation with your customers. You should be both initiating and engaging in conversations. How you care for your customers now has the potential to build brand long-term loyalty.

Takeaways:

- Start a community or a group on different social platforms. Give your customers a chance to interact with you and connect with others.
- Increase engagement on social: reply to questions, give thanks or kudos, offer advice.
- Send emails that ask for replies. Be gracious, kind, and prompt in your responses.
- Be human: resist the urge to over-promote on social media. Be a person speaking to people, not just a brand engaging with an audience.

Resources:

- <https://www.forbes.com/sites/theyec/2018/03/01/top-ways-for-businesses-to-build-customer-loyalty/>

6. Conversion Rate Optimization



Now is the time to get your messaging right. A/B testing will help you see what resonates with your audience. Test one version of your content in comparison to another version. See which one receives more engagement from your audience. Then keep repeating this process. As you make these optimizations, you will come away with a website that nurtures your audience because your messaging is in line with their needs. As you do your A/B testing, it is crucial to make sure that you only change one thing at a time. This will allow you to pinpoint exactly what elements perform better than others.

Takeaways:

- Test your website messaging, see if there are copy changes that resonate with your audience better.
- Look at your ads, emails, and content, then try different tweaks to the titles, colors, and copy.

Resources:

- <https://moz.com/blog/full-funnel-testing-seo-cro>
- <https://marketingplatform.google.com/about/optimize/>
- <https://www.abtasty.com/blog/conversion-rate-optimization-guide/>



7. Email



Email is a great way to stay connected with your audience, so start looking for natural opportunities to email your current lists. Be human in your approach to stay connected with your network. The last thing you want to do is start sending too many emails so they become frustrated with hearing from you. Think of what message your audience needs to hear, when they need to hear it, and how. As you put your audience's needs first, you'll be able to stay top of mind with your network in ways that are valuable to them.

Takeaways:

- Consider sharing the content you are making, or other tips you have for them at this time. Consider including other curated content that would be helpful.
- Audit the messaging you are currently sending to be more empathetic to their specific needs.
- Build their confidence in your business and services in a newsletter update. Provide helpful resources for them there.
- Clean up your email lists.
- Create an automated email system that will streamline your process of emailing your lists moving forward.

Resources:

- <https://www.97thfloor.com/blog/email-marketing-metrics>
- <https://www.97thfloor.com/blog/marketing-automation-tips-global-pandemic>

8. Paid Ads



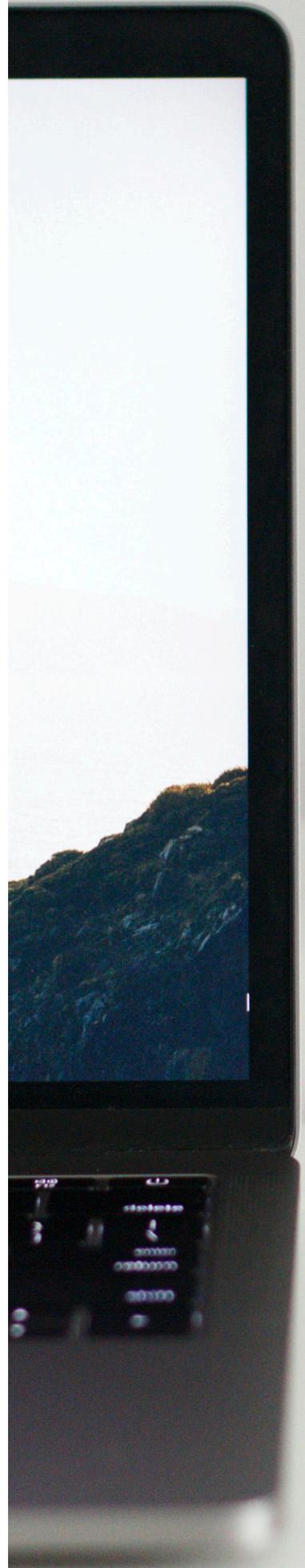
Maybe you've seen a decline in the performance of your paid ads. Instead of pausing those ad campaigns, now would be a good time to really understand what your audience wants to see. Learn more about the needs of your audience and run ads that can help them solve the pain points they are currently facing. Let your audience continue to see your brand and know that you are still here for them. You can also look for creative ways to still convert potential customers even though your normal services aren't currently an option.

Takeaways:

- Run ads that help build your brand awareness.
- Consider running ads to encourage your audience to purchase gift cards for your services.

Resources:

- <https://www.97thfloor.com/blog/choosing-the-right-paid-media-mix-in-a-digital-world>



Like what you see?

Want to know what it would be like to work together?

Let's get in touch! We'd love to run a free audit and chat about the campaigns that could work for your business.

Drop us a note at 97thfloor.com/contact-97f