

# Be BOLD

# Branding + Marketing

Leveraging your Brand and Strategic Marketing during the Coronavirus.

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# We're all in this together!

Marketing in the age of coronavirus can feel like shouting into the ether. It's an unprecedented time for many folks (and their business models) to say the least. Fear, stress, and uncertainty is a universal tax on all of us.

And yet, there is still work to do. So, as marketers, professionals, & business owners, how do we adjust?

There are a few main challenges you're probably facing right now as a marketer or business — or will face soon.

- **Business:** For airlines, fewer people are flying. For retail, fewer people are shopping.
- **Messaging:** Consumer attention is focused on the coronavirus, not your brand.
- **Mental Health:** With so much unknown and information overload, "I'm just drained."



# Keep Calm + Have A Plan

## **BUSINESS**

You might have the least control here. That's ok. Focus on what you can do and get creative.

### **1. Keep Calm, Have a Plan**

If your business has seen a slow down or come to a complete hold from this, now's the time to re-evaluate your Brand and Marketing plan. If that's the case, communicate your plan and what alternatives that leaves for your customers.

### **2. Focus on Brand**

Many businesses and marketers are seeing a decline in performance metrics over the past couple of week. Consumers are still spending time on social (maybe even more), but they're just not buying as much stuff. Outside of groceries and Purell.

# Keep Calm + Have A Plan: Continued

## **BUSINESS**

You may need to pull back on some of your ad spend right now. Especially ads focused on performance/conversion. Consider putting resources into marketing that increases your brand affinity and keeps you top of mind over the next few months.

### **3. Pivot Your Product**

Recent trends include companies offering their services for free for a limited time. This is a great opportunity to acquire new customers and add to your marketing database.

What does your online presence currently look like? Re-evaluate your website, social media platforms, and email marketing to name a few.

Look for ways to deploy your services that make up for face-to-face experiences being lost at present. What can you do to make your product easier to use in this unique time?

# Messaging

First of all, reassess all the content and campaigns you have going out. All the way down to your customer service response and daily low-lift social media content.

## 4. Pick a Lane

Imagine the worst coronavirus news is sitting right next to your post on Twitter or Facebook. Does your messaging sound awkward? Tone-deaf?

“Some brands are going to be fine with business as usual, some should keep quiet, some should go into PSA mode,” said **Nathan Allebach**, Social Media Manager at Allebach Communications.

“A good social content action right now could be brainstorming creative PSA posts.”

Since there is less attention to go around, don't be afraid to post less content. But don't stop coming up with ideas. Keep a running list of those ideas for when things get back to normal.

# Messaging: Continued

## 5. Scale Back and Keep a List

Adjusting the volume and type of social media content you post is probably a good instinct right now. Give some additional care to the empathy and tone of your social content.

Since there is less attention to go around, don't be afraid to post less content. But don't stop coming up with ideas. Keep a running list of those ideas for when things get back to normal.

## 6. Invest In Trust Content

Consider investing in long-form projects and campaigns.

**Trust Content** is content that allows you to spend more time and more meaningful moments with your audience. It's great for building trust in your brand. Which is a good place to spend time right now. Consider creating long-form articles, video series, podcasts, essays, entertainment, training content, and more.

# Messaging: Continued

## 7. Adjust Your Social Listening

While social media time-spent is likely going up around the globe, the way consumers spend that time and the types of conversations they have are different during a crisis. How are your customers, employees, and community talking about the crisis?

**Zontee Hou**, founder of the agency Media Volery, recommends a review of this for all in-house teams. “Start monitoring conversations if you have not already, especially if you’re in an industry that’s highly affected. And be ready to activate your internal spokespeople if your brand needs to communicate important messages.”

## 8. Be Positive

Look for positive events, news, or information happening in your area or industry that you can cross share on your social media platforms.

# The Impact of Coronavirus on Social Media Engagement for Brands

Meeting your customers where they are

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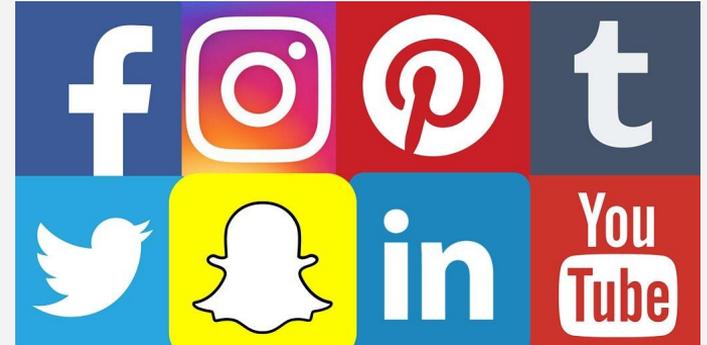
# Social Media Report

## Social Media Impact by the Coronavirus Report

<https://www.rivaliq.com/blog/coronavirus-on-social-media-engagement-for-brands/>

## 2020 Social Media Industry Benchmark Report

<https://www.rivaliq.com/blog/social-media-industry-benchmark-report/>



# Social Media Report:

The bottom line: Every channel and nearly every industry has seen engagement drops across the board, but that decline is currently more gradual on Twitter than on Facebook and Instagram. If you have timely, relevant content to share on Twitter with your followers, you can continue to expect engagement (at least for now).



**Thank you for your time**

Questions & Answers

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