



# **How to optimize the Digital Marketing in your business during COVID-19**

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# Introduction

The purpose of this webinar is to learn tools and resources to leverage online marketing tactics during COVID-19.

# PRESENTATION FLOW

## KEY CONCEPTS COVERED

What is Digital Marketing?

Benefits and Types of Digital Marketing

Developing COVID-19 Content

Tips to make your product or service easier to obtain  
and use

Tools



# What is Digital Marketing?



In many ways, digital marketing is no different than traditional marketing. In both, smart organizations seek to develop mutually beneficial relationships with prospects, leads, and customers.

However, digital marketing has replaced most traditional marketing tactics because it's designed to reach today's consumers online. Optimizing your content during Coronavirus will be key in longevity and sustaining your business.

# What are the benefits of Digital Marketing?

- It will make it easier to create awareness and engagement both before and after a sale
- It will help you convert new buyers into rabid fans who buy more (and more often)
- It will kickstart word-of-mouth and social sharing—and all the benefits that come with them
- It will shorten the buyer's journey by presenting the right offers at the right time

# Content Marketing

The first step in optimizing your Digital Marketing during the Coronavirus is developing a Content Marketing Strategy.

- A Content Marketing Strategy will allow you to optimize your digital marketing presence in this interim period and ongoing by having a variety of avenues to push your business or services. Done right, your content marketing will not only attract prospects but also move them through a marketing funnel to drive more sales and grow your business.
- Content marketing is a full-funnel tactic, meaning it should deliver valuable content at every stage of the Customer Value Journey.
- To move your prospect through the Customer Value Journey, you'll need to create content that satisfies their needs at each of the 3 conversion funnel stages: Awareness, Evaluation, and Conversion.



# Types of Content

- Blog posts
- Social Media Updates
- Infographics
- Photographs
- Digital Magazines/Books
- Audio/Video
- Zines/Newsletters
- Educational Resources (Case Study, White Paper)
- Discount/Coupon Clubs
- Quizzes/Surveys
- Webinars/Events

# Posting During COVID

**Double down on moderation:** There is an uptick in speculation, rumors and outright misinformation on social media. Be clear in your actions that this type of content is not welcome on your own Pages. Hide, delete and warn users if necessary, or point them to resources that the platforms themselves have created to combat this type of activity.

**Review your posts and scheduled posts to make sure they are appropriate in light of the spread of COVID-19.** Sometimes it's the little things (such as a word that has taken on new meaning recently, or a post that makes light of something health-related) that blow up on social media. There is a fine line between being funny and using humor that offends. Give all your social posts a second look with that in mind and consider enlisting a colleague as your "gut check."

**Refrain from any kind of blatant marketing that takes advantage of COVID-19 or anything related to the pandemic.** Companies have come under heavy scrutiny with ads or social media posts in bad taste, especially the ones promoting something that seems irrelevant to the time.

**Consider livestreaming public announcements or events that members of your community might be fearful of attending.**

# Ways to make your product or service easier to obtain and use

- **Restaurants and Dining Establishments:** Consider switching to be a drive-thru and carry-out operation if your state's bars and restaurants were ordered to shut their doors.
  - Create a comfort menu that's family oriented and can feed families for at least (2) meals
  - Add your restaurant to DoorDash, UberEats, GrubHub, Postmates etc. for delivery platforms
  - Offer preparation kits for your most popular meals
- **Brick and Mortar Shops:**
  - Switch to e-commerce if you don't already use an online site
  - Offer free shipping on all of your products
  - Sell and Create a Gift Card option for your products for customers to use in the future
  - Create an e-commerce sale for ALL essential products
- **Services**
  - Consultants and any other small business that provides a service should consider creating Webinars, Videos, and hosting chats to educate your consumer base on your industry/informative tips (Should be Coronavirus related, while simultaneously on brand with company)
  - Fitness Centers, Gyms and Yoga studios should turn to virtual classes. Sell your classes subscription based, but also add some that are FREE to the general public. A way to also market your facilities while being considerate of the current financial climate.

# Tools to Create and Optimize Content

## Design

Canva: Canva's templates provide a shortcut to good design: they're fully customizable, so you can change the colors, images and more to suit your taste. There are tens of thousands of templates for every design need.

## Schedule

BufferApp lets users manage a range of social media accounts, lining up updates to be shared in the future across a range of social networks. Every time you find a post you want to share, a tweet you want to retweet, or whenever you write some content that you want to share out over time, you can add it to your Buffer. This places it in a queue and the posts are sent out in order, at times you have pre-selected.

## Measure

Buffer Analyze is a social media analytics tool that's integrated within the BufferApp. It provides the statistics (engagement, impressions, reach) from each of your platforms along with your story analytics.

# Questions

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