



Likes in the Time of Covid-19



**Introduction:
It's Great To Meet You!**

Aims & Objectives

LAST WEEK

- Looked at a range of tools and systems to consider to adding to our marketing stacks

THIS WEEK

- Look at some of the impacts of Covid-19 on marketing and how we can adjust as businesses both now and preparing for the future.

Outline

Introductions

Context

What We've Learned

Recommendations

Q&A

Context

Covid-19 has had an unprecedented impact on businesses everywhere and marketers are not immune to that:

- Budgets have shrunk / disappeared
- Cut off from audience and therefore revenue
- Our regular B2B audience might not actually be working - impacting new businesses and supply chain
- Increased distractions in all online areas
- Peoples daily lives and patterns have changed

Context

With this in mind, digital marketing has, and will continue to play a vital role for many businesses for a number of reasons:

- Can be universally applied
- Can be delivered / consumed anytime
- Results and ROI are measurable
- Marketing activity can be delivered remotely
- Lots of free activities that can be delivered to help keep things moving
- Audience is still online and spending more time there

Context

Figure 1: Retail sales volumes experienced a record decline of 18.1% in April 2020 during the coronavirus (COVID-19) pandemic

Great Britain, seasonally adjusted, April 2008 to April 2020



Context

During the Covid outbreak retail sales across the UK fell by 18% during April.

Online sales however increased by 8% during the same period - highlighting the crucial need for businesses to be able to offer an online commerce option for their customers.

Those that have adapted or were prepared have thrived

Context

In reality, one of the key areas of opportunity for businesses right now is the increased amounts of time people are spending online.

Online News Consumption - Up 67%

Social Media Consumption - Up 44%

Podcast Consumption - Up 12%

Time spent on messaging services - 45%

With this in mind, the right messaging and content can still cut through and be beneficial for business

**Here then are our top tips and strategies
for making the most of lockdown and
helping to keep businesses growing...**

Be Flexible

Extraordinary times call for extraordinary methods. Businesses that have been able to pivot and adapt their business models are clearly best placed to be able to thrive right now

- New products / offerings
- New way of doing business - online stores, delivery only etc
- New ways of delivering experiences and services virtually
- One off discounts and offers to attract customers
- Look for ways to add additional value to consumers

Be Consistent, Be Visible, Be Available

If you are staying open and in business right now, then its important that customers and potential customers understand this and can connect with you

- Make sure websites are updated with Covid-19 specific updates
- Make sure any external platforms eg TripAdvisor or Just Eat are updated accordingly
- Ensure social media channels are regularly updated - keep important info pinned etc
- Ensure all phone numbers etc are updated if changed
- Think about other ways people might want to reach out - messenger or live chat

Think About Tone

While its important to be visible and vocal and stay in peoples orbits, its important to be mindful of what we are saying and how we say it

- Avoid anything controversial or divisive
- Don't be tone deaf - be appropriate to the conversation
- Don't be afraid to use the C word
- Be empathetic, be real
- Look for opportunities to lighten the mood and keep things lighthearted - its a great source of fresh content in quiet times

Tailor Your Content

Covid is going to remain very much part of our daily lives and thinking for the foreseeable future and will play a part in peoples decision making process:

- If you are introducing Covid specific policies or changes to working practises then this needs to be easily available to people
- Use your experiences and the implementation of this as a source of new web and social content
- Marking yourself out as a business that places the wellbeing of its customers will make a difference
- Think about the questions people are going to want answering at this time
- Think about what content would be useful to people right now

Use The Time

With events postponed and campaigns paused, as marketers we have unique capacity right now to be able to take stock and tackle our digital to-do lists.

- Explore the possibilities of social media
- Start utilising email databases more regularly
- Analyse our existing activity and metrics
- Plan our upcoming marketing activity
- Explore new channels - podcasting, video, TikTok even!
- Take a training course in a new skill

Create Content for the Future

While its easy to forget our long term strategies its important to keep our ongoing plans moving.

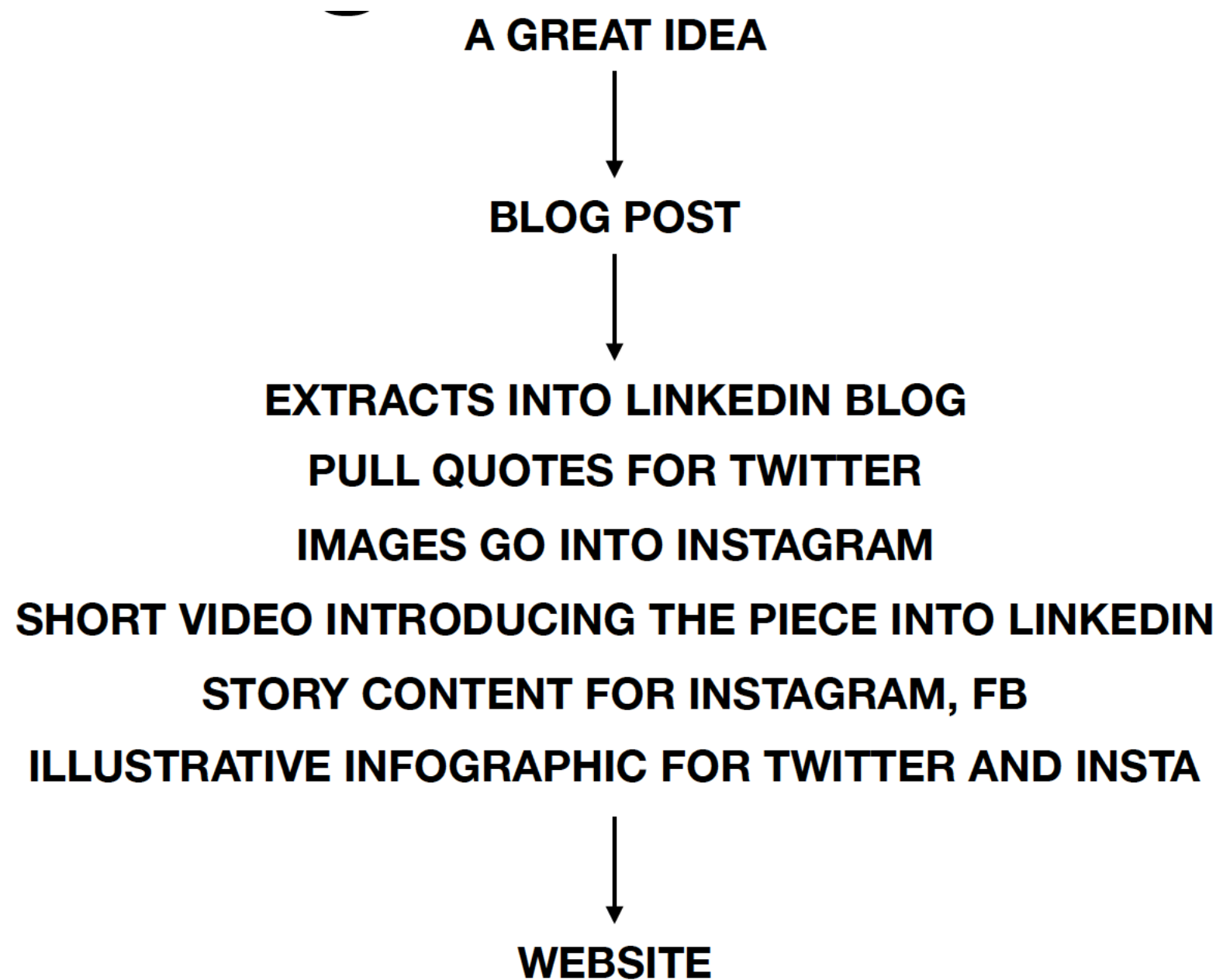
- Changes to your content strategy and SEO work might not have an impact on your rankings for up to a couple of months so you could be creating issues down the road
- Utilising scheduling tools now can mean future campaigns can be built and scheduled and left to deliver automatically meaning as businesses readjust again out of lockdown marketing activity doesn't need to suffer

Create Content for the Future

When thinking about your content plan for the coming months be mindful to think about:

- Who are we trying to reach? What are their preferences?
- What messages we are trying to get out?
- What format those messages take?
- What schedule makes sense to deliver these messages?
- Use a calendar for visual scheduling
- Plan corresponding social posts, email blasts etc to support rollout
- Think about how content can be repurposed to maximum benefit

Create Content for the Future



Analyse Everything You Do

- Take the time to analyse analytics and reports
- Audit your website and online offering from a customers point of view - are our calls to action and key information all easily accessible and visible? Do our findings match up with the analytics?
- Run SEO reports and backlink reports
- Engage with your audience to gather their feedback on social media
- Consider more detailed surveys to gather meaningful intelligence on your audience
- Look at tools that can investigate the impact of what you are doing

Keep an Eye on the Competition

It's important to also make sure that you keep an eye on the competition and exploit any potential opportunities that you notice:

- Subscribe to their email lists - how often are they mailing? What are they saying?
- Connect on social media - how engaged are their audience? Who are their key cheerleaders? What kind of content do people respond to on there?
- Keep an eye on their PPC campaigns - try to avoid cutting costs too much in response
- Imitation is flattery! Don't be afraid to recognise a good idea!

Partner Up - Level Up

Right now there are many businesses locally all facing the same kinds of issues that we are and there are opportunities to partner up to help achieve everyones goals...

- Find new opportunities for link building
- Identify and activate social champions
- Don't be afraid to pay it forward
- Look for opportunities for cross promotion / joint delivery of services / products

It Has To Be Easy To Find You

With people needing to find, engage with and buy produce solely online, its more important than ever that its easy for people to find you online

- How does the site fare in searches?
- Are you optimising your site? what else could be done?
- Do your social handles all match?
- Is your website domain visible everywhere?
- Have you registered for your Google Maps pin?
- Is your domain easy to remember?

Think Local

With that in mind its important to remember that physical limitations in place right now means consumers are looking for hyper localised content

- Google reviews will be crucial
- Google map pin for localised map search
- Utilise local networking opportunities -
 - NN Online Food Market
 - #NorthantsHour
 - Local forums / groups
- Leverage and engage on locally based review sites and peer platforms

Keep People Informed

Things will continue to be uncertain and liable to change over the coming weeks and months and accordingly as the situation changes its important that we keep our users / customers updated with how these changes affect is as a business and them as a consumer trying to interact with us

- Keep websites regularly updated
- Add updates and disclaimers to regular email communications / email signatures etc
- Utilise social media often

Recommendations:

We are trying to help our clients at the moment with a three step process

- **Evaluate** - what we are doing right now
- **Adapt** - to make sure it fits both the audience and the prevailing conditions
- **Prepare** - to not only respond right now, but to be prepared for future issues as well

Evaluate

Having less demand on our time as marketers in certain areas gives us the opportunity to take stock of the value of our activity:

- Take the time to analyse analytics and reports
- Audit your website and online offering from a customers point of view - are our calls to action and key information all easily accessible and visible? Do our findings match up with the analytics?
- Run SEO reports and backlink reports
- Engage with your audience to gather their feedback

Adapt

Translate those findings into your short term action plan.

- Do we need to launch an online store?
- Do we need to be trying to find customers on social media?

Be mindful of the real world repercussions of changes we make:

- If we are launching an online store, will we be able to manage that effectively when our real world location opens up again?
- If we need to spend more time on social media how can we manage that time more effectively? How will we continue to dedicate that extra resource when things change again?

Adapt

Where we have the luxury and ability to do so, be sure to test and refine what we are doing at each stage as well to ensure maximum efficiency:

- Experiment with different types of content
- Post content at different times of the day
- Run A/B Campaigns on ads and email campaigns
- Run dedicated landing pages for partner campaigns to assess popularity and conversions

Prepare

While lockdown may be easing now, there is every chance that localised lockdowns could come back and ultimately - things aren't going 'back to normal overnight.

- Ensure that our plans are cognisant of Covid over the coming months
- Ensure that we have a toolkit prepared for a lockdown scenario
- Draft social statements, website updates etc ready for publishing
- Draft web pages ready for publishing should you need to
- Ensure staff and partners have all the skills and information they need to instantly transition back to lockdown life if they need to

Any Questions?

FURTHER READING

There are loads of great resources out there for helping digital marketers navigate this landscape:

- Social Media Marketing Podcast with Michael Stelzner
- The Digital Marketing Podcast with Ciaran Rogers and Daniel Rowles
- Google Garage
- The Moz Blog - SEO and Inbound Marketing
- SocialFresh

And Don't Forget....

You can also check out the Podcast **WORLD WIDE WHAT?** On Spotify and Apple Podcasts now for expanded conversations on these areas with local businesses, experts and more!



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