



# Survive and Thrive - COVID 19 Marketing Action Plan

# Exercise

I want you to take a piece of paper and write down everything you **can** control. Everything you have impact, influence or control over.

Take HUGE focus on this list.

# Exercise

Now, make a second list and write down everything you **can't** control. This list will be much longer. You can't control the virus, the quarantine, the government, the economy, and on and on.. Look at this list carefully and then let yourself let go of all of it! If you find yourself obsessing or worrying about things on this list, push it away and go back to your first list and take ACTION on it!

# Exercise

Now is the time to invest in the things you can control, up your skills. Take inventory of your website, photos and videos, analytics and all of the assets for your business that you would normally not have time to dig into and focus on right now. LEARN

# What actions should you be taking now:

1. What is communication with your agency look like right now? Is it strategic?
2. GMB actions
3. What is Analytics telling you about your user? How should you be communicating with them right now?
4. What does your social messaging look like?
5. How's your asset library for all above items?

# Trends We See in People's **Mindsets and Behaviors**

**QUESTION: How have yours changed?**

## 3 Principles of the - now at-home - customer's reality

With hundreds of millions of people indefinitely working, learning, and sheltering at home, the rules have changed

- 1 In the new reality, people have shifted their needs and patterns of consumption. They're looking for and buying services and goods they might not have a the months ago, and they are not seeking services and goods they were once in the market for.
- 2 The day in the life of the consumer has fundamentally changed, and with it, the consumer journey is new and unfamiliar.
- 3 Patterns of media consumption are different. What media people consume — and when and where they consume it — has changed.



# 5 online consumer trends

We are...

- 1 **A** ssembling critical information and video content they need
- 2 **D** iscovering new connections and nurturing their relationships
- 3 **A** djusting to changes in their routines
- 4 **P** raising everyday heroes
- 5 **T** aking care of themselves and others



# Five Messaging Ideas Based on Consumer Trends



## 1 Be helpful as needs evolve

- Give customers credible, detailed, current information. Find new value propositions to highlight.
- Help customers with cancellations, refunds, and customer service.



## 2 Forge new communities

- Help create connections among customers.



## 3 Adjust timing for a 24/7 cycle

- Meet people where they are and when they're online.



## 4 Go big on promoting heroes

- Celebrate the employees who are keeping the lights on.
- Recognize the community helpers who are ensuring vulnerable populations are cared for.



## 5 Embrace novelty to combat boredom

- Pivot to platforms and formats that make sense for people who are staying at home.
- Explore new ways of serving customers whose daily patterns have changed dramatically.

# Understand your Customer's Situation

Reviewing

ReDirecting

Investing

**Question** - what are your examples?

## Reviewing

- Empathy
- Focus on most **profitable** Products and Services and **Highest Value** Customers to maximize **cash flow**

## ReDirecting

- **Refocus** high demand categories
- **Redirect** investments to appropriate channels
- Leverage Ads **automation**

## Investing

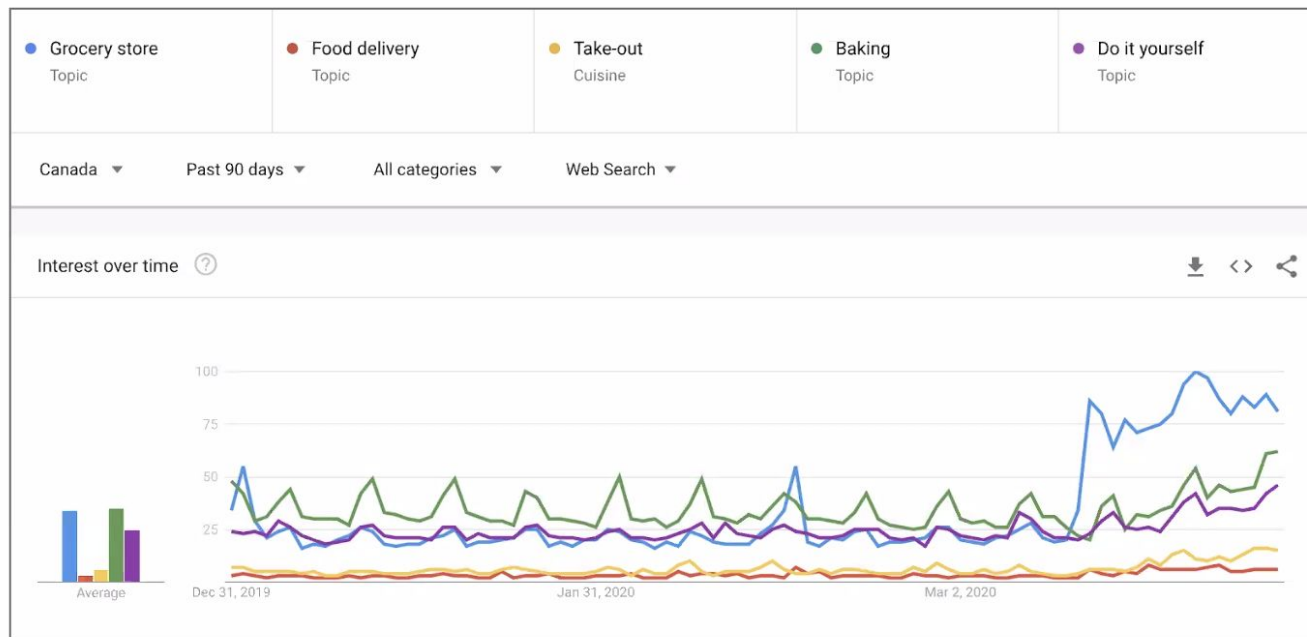
- Understand consumer trends and be there with **helpful** and **timely** info
- **Customize** your messages
- Consider **new channels**

# Tools & Insights

# Getting the Latest Search Data with Google Trends

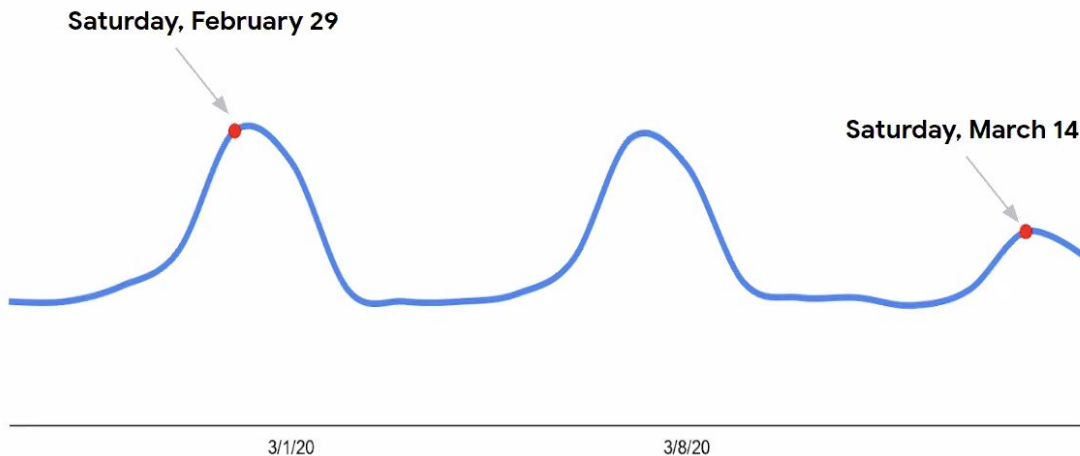
Google Trends is a free tool that allows access to search behavior at any time.

The tool will show search demand by keyword, region, and related search terms, all within your specified timeframe.



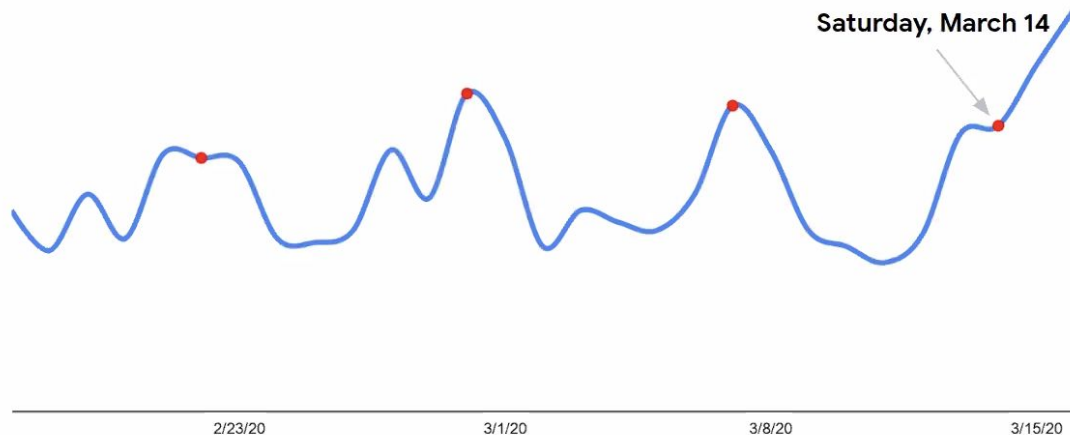
# Across the US there has been a decline in search interest for dining out

Searches for  
“**restaurants near me**”  
in the US have dropped  
**34%** in the past two  
weeks



# Consumers across the U.S. are now turning to restaurant take-out and delivery

- Searches for terms relating to **take-out food** across the U.S. have increased **127%** over the past 5 days (3/12-3/16), diverging from the cyclical trend we usually see
- Since Saturday, 3/14 we've seen interest continue to rise, growing **41%** over the past few days (3/14-3/16)



- Cyclical saturday peaks

restaurant near me

Search term

food delivery

Search term

takeout

Search term

+ Add comparison

United States

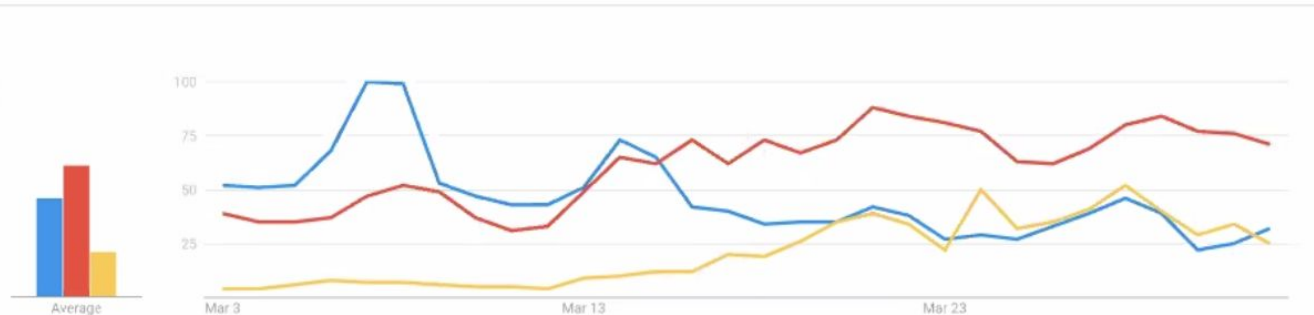
Past 30 days

All categories

Web Search

Interest over time

Download Previous Next Share



Compared breakdown by subregion

Subregion

restaurant near me food delivery takeout

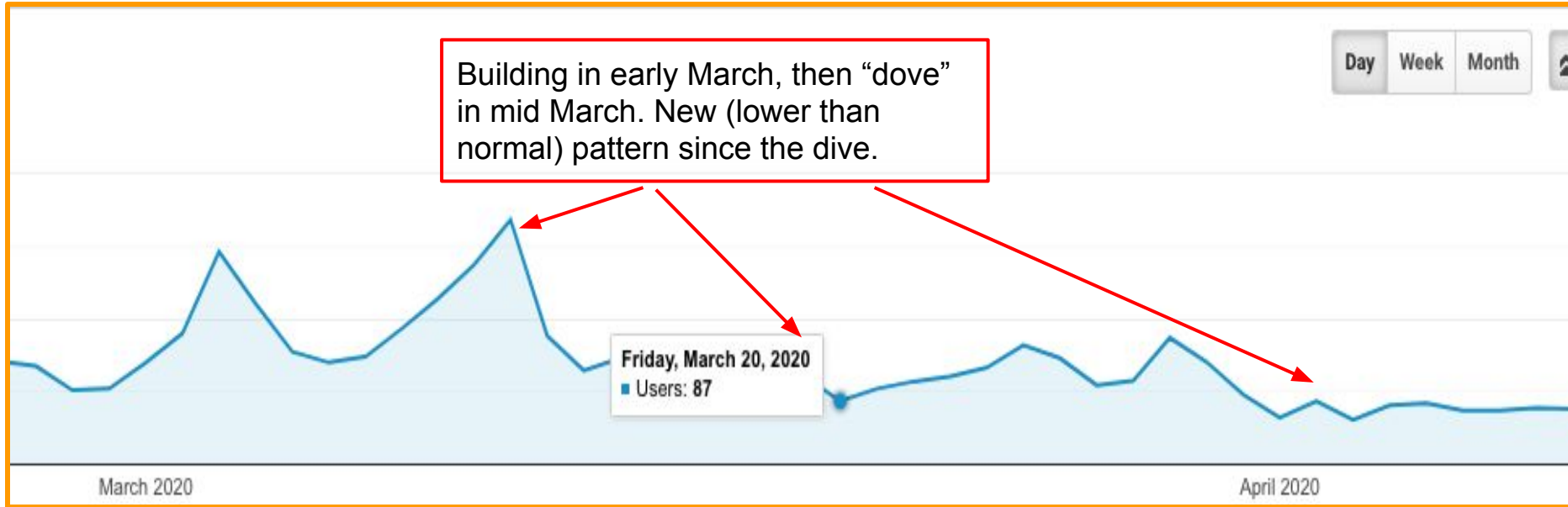
Sort: Interest for restaurant near me


1 Florida






Does your traffic curve look something like this? Notice your traffic is likely not “0” during this time. What are you doing to communicate with potential customers that are clearly interested but not ready to book their trip?







**white water rafting**  
Search term



**rafting trips**  
Search term



**rafting**  
Search term



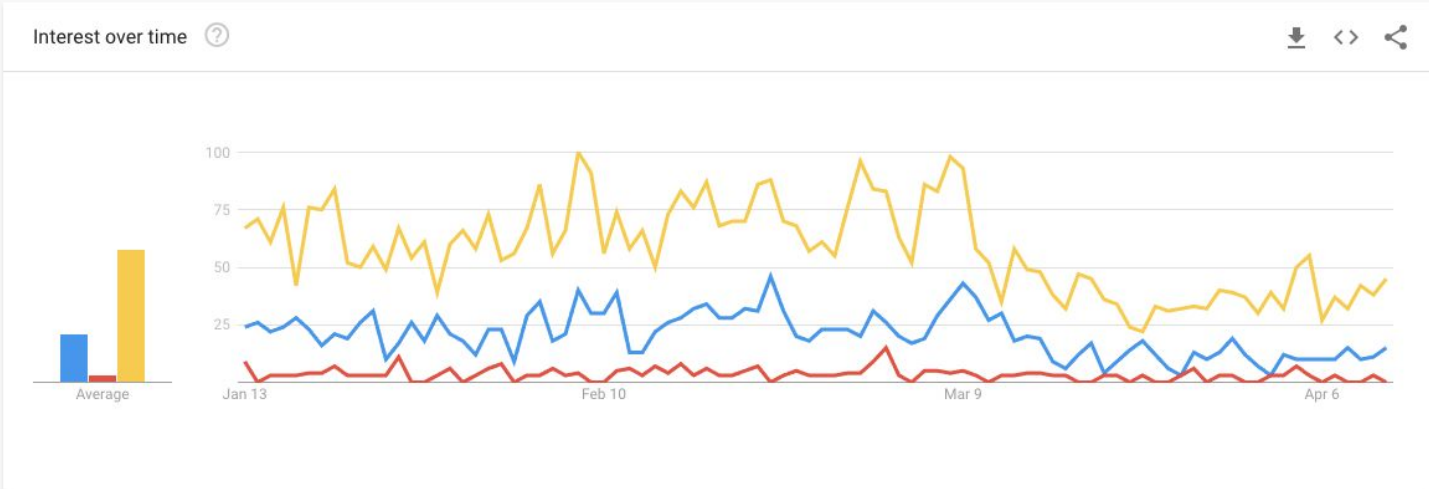
Add comparison

United States ▼

Past 90 days ▼

All categories ▼

Web Search ▼



# What We Are Seeing in Paid Search in the Outdoor Space

Comparing search data from 3/14/20 - 4/12/20 to 02/14/20 - 3/14/20:

- Total Impressions are down 1.56%
- Total Clicks are up 3.12%
- Click Through Rate is up 4.74%
- Cost is down 8.52%
- Total Number of Conversions are flat
- Cost per conversion is down 8.5%
- Conversion rate is down 0.08%
- Impression Share is up 70.8%

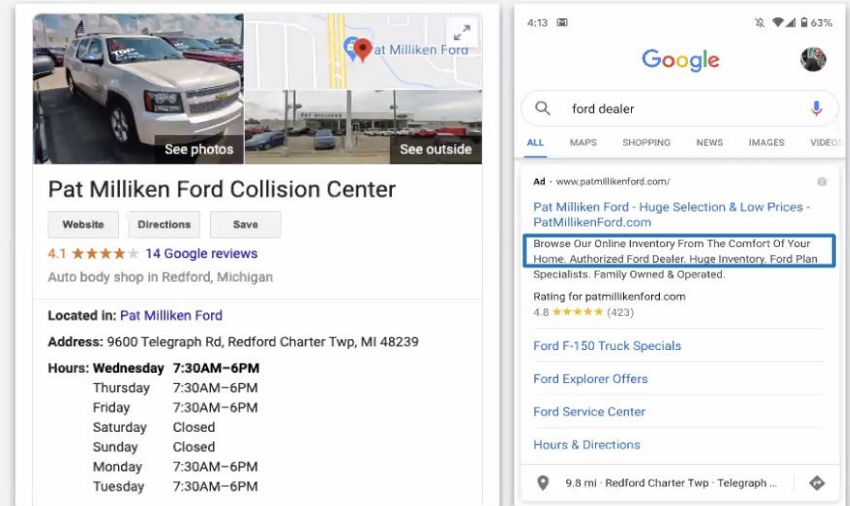
# Google My Business Considerations & Optimization Tips

# Google My Business Tips

Update your Google My Business profile to provide the most accurate information to your customers. For example:

- Let people know if you've **expanded your services**
- **Update your business hours** & ensure phone number accuracy
- **Share precautions** your business may be taking
- **Stay connected** - Download the Google My Business app and turn on messaging as a way to help your customers reach you

Proprietary + Confidential

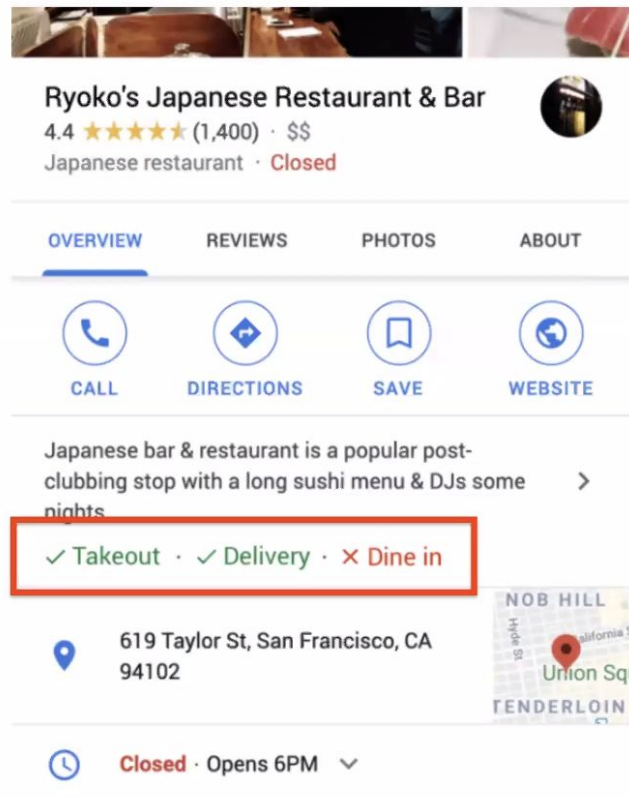


# Google My Business - New Features

## \*New Features\* now available on Google My Business to help:

1. Ability to mark a business or location as temporarily closed [see here](#)
2. To help Chain businesses share timely updates at scale (related to COVID-19), Local Posts via the GMB API will be available for a limited time [see here](#)
3. Restaurants and Quick Serve Can Now Specify new attributes - Takeout, Dine In, Delivery [see here](#)

To note: [Some temporary limitations and delays in support as we prioritize critical services.](#)



# Updating your Yelp page: changes in hours, temporary closures, and takeout/delivery/virtual options



Yelp Inc

Friday, March 20, 2020 • #Tips & Tutorials, #Free Tools, #BusinessOwners

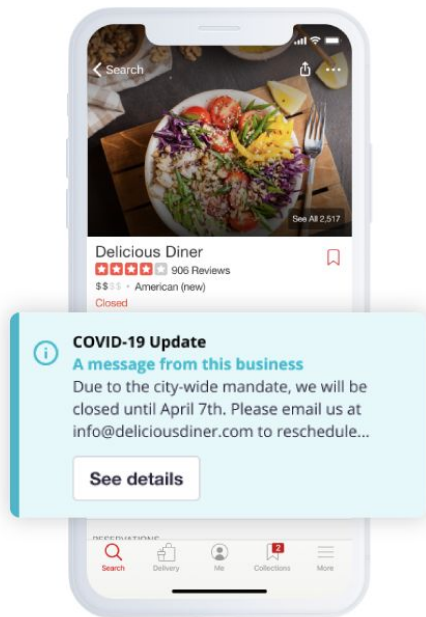
Changes can be made on the Yelp for Business app (on [iPhone/iPad](#) or [Android](#)) or the [Yelp for Business site](#) (desktop or mobile browser).

- [Update your hours of operation](#)
- [Add temporary closure information](#)
- [Indicate the availability of takeout or delivery services](#)
- [Add virtual service offerings](#)
- [Edit your COVID-19 Advisory Alert](#)



You can now give customers important updates about your business quickly with a COVID-19 Alert displayed at the top of your Yelp Business Page.

## Notify customers about important changes



Here's how:

### Yelp for Business app

1. Log in and tap Biz Info at the bottom of the screen.
2. Tap Add message in the section for Updates About COVID-19.
3. Type your message and tap Save.

### Yelp for Business site on desktop or mobile browser

1. Visit [Yelp for Business \(Business Information tab\)](#).
2. In the COVID-19 updates section, click Add Message.
3. Type your message and click Save Changes.



# Inside Google Marketing: 5 Guiding Principles

## 1. Context, always.

- Guiding question: Is this campaign right, given the current context in a local market?

## 2. Constantly reassess.

- Guiding question: Though we greenlit this campaign last month/last week/yesterday, is it still right for the context and moment?

## 3. Creative considerations.

- Guiding question: Are all of the creative elements — tone, copy, visuals, keywords, placements — appropriate and relevant to this new reality?

## 4. Changing priorities to navigate uncertainty.

- Guiding question: What are the most relevant brands, products, or campaigns our media can support right now, and do we need to shift budgets?

## 5. Contribution, at every opportunity.

- Guiding question: What ways can our brand — and even our owned media channels — be helpful to people and businesses in this moment of need?

Source: Think with Google, 2020 [Click here for the full Think with Google article](#)

## Helpful Links

[1. Google Small Business Hub](#)

[2. \\$800+ M to support SMBs & Crisis Response](#)

[3. Google Trends Coronavirus Hub](#)

[4. Think with Google: Resources & Insights for Navigating Uncertain Times](#)

[5. Google Keyword Blog: Tips for Working from Home](#)

[6. Skillshop - Google Product Trainings](#)

7. Google My Business Links:

[a. Updating temporary closures](#)

[b. Adding attributes](#)

[c. Temporary limitations](#)

# So What Do I Do Now?

Now is a great time to focus on marketing, branding or PR projects that have been put on the back burner.

Here are some ideas:

- **SEO historical optimization** - Rewrite old blog posts and update your content for answer engine optimization and updated keywords to try to appear in featured snippets.
- **Website** - Everyone dreads redoing their website or thinking about their brand purpose. Now is a perfect time to think about this and take a stab at refreshing your site, photos, videos and content.
- **Keep your eye on your trends** - Make sure you are keeping a close eye on all of your data. Call volumes, Google Analytics, any advertising reports you have access to and be ready to pivot when necessary.
- **Organizing collateral** - Have 1,000 photos from client events saved on your computer? Now is a perfect time to organize them.

The bottom line is to invest time and resources in high-level strategic and marketing activities. As businesses, we often say that we wish we had extra hours and if only we had more time. Well, now we do. Let's spend this time as effectively as possible to get the most value out of this time.

In a social media-driven world that is dictated by the endorphin rush of on-demand marketing, this is a good wakeup call and reminder that strategy still matters.

# Realities For When We Reopen

## **Caring For Early Adopters**

You could potentially be open for weeks with only a few people coming in. I doubt there will be an all clear signal from anyone. That means your first customers who venture out will be courageous. They must be welcomed, greeted and cared for with kindness and not suspicion.

## **Be Careful Of Your Messaging**

You would think from the hotel and airlines emails I've received in the last week that they will never re-open again.

Where is the hope? Where is the message *"we look forward to a day we're back and welcoming you into our properties or onboard our planes?"*

That's the message your customers want from you. Stability. We'll get through it. See you soon!

## **Marketing Has Its Limits**

You can't market your way out of this with a coupon. You'll have to discover where you fit in your space. Wellness is going to be a huge theme for at least the rest of the year. How are you going to care for fragile customers whose world was turned upside down. We need to think about that. You also need to do the hard work now of looking at your business with fresh eyes.

# You are essentially starting a new business, here are questions to answer during this reset time:

- Who are you?
- Who is your target customer?
- How will you reach them?
- What values will you use to filter your business decisions?
- What experiences does your community have a need for?
- What kind of branded experience will you be known for?
- Who will you hire and what qualities will you look for?
- How will you train your staff to deliver your branded experience?
- How will you follow-up with your best customers going forward?
- What kind of technology do you lack; what do you need and how will you use it?
- What should your profit margins be?
- How much can you put into Google My Business for a robust profile?
- What is your social media strategy and priority for posts, videos, commenting, and getting reviews?

Shoppers have to feel good when they return. No, they have to feel awesomely, even fabulously, thrilled at going to your store. They'll be open to more humanity. They'll have had enough fear.

Will you be ready?