

MARKETING STRATEGIES COLLECTED FROM THE TOP AGENCIES

HEY, I Survived COVID-19... But My Business Is DEAD?



COVID-19 DOESN'T HAVE TO KILL YOUR BUSINESS <PLACE SURVIVAL STRATEGIES HERE>

IT TAKES A PENNY TO
MAKE A PENNY....



FALSE!
IT TAKES 2.4 PENNIES
TO MAKE A PENNY

Let's face it: Q2 of this year is a wild and wacky time. The coronavirus outbreak has taken a heavy toll not only on businesses but also on their marketing strategies and efforts. With the government-mandated shutdowns of many businesses, the pandemic is projected to [cost the global economy \\$2.7 trillion](#) before it is over.

It might be tempting, given the current circumstances, to halt your marketing efforts out of panic in order to save a little coin. **However, by doing so, you would step over a dollar to pick up a penny.** Plus, you would give competitors the competitive advantage and the chance to swoop in and take your current customers, and potential customers.

By using great care and thought, there are certain strategies from top sources and authoritative websites we have accumulated for you that you can employ during the coronavirus pandemic to **ensure your business survives.**

ADD SOME 'ROIDS TO YOUR BUSINESS WITH PPC

STEROIDS AREN'T CHEATING IF EVERYONE DOES 'EM



Hey, it works for all major sports including [Women's curling!](#) I'm joking, but it's really true. Click the link.

In order to keep up with that pesky Amazon, Google recently made a new advertising tool available by [including unpaid, organic listings](#) in its shopping search results **FOR FREE** (yes, free - no BS). Retailers can now benefit from the onslaught of consumers who use Google for their shopping needs on a daily basis. You can sleep well at night helping Google reach their [goal of \\$300 billion](#)

When deciding what kind of marketing tactics to use to support your business through COVID-19, you should determine your primary marketing objective:

- Get leads and drive them to the end of your marketing funnel
- Drive traffic to your website and reinforce your brand

In case you are relearning your motor skills after spending so much time sitting on the couch during quarantine, pay-per-click (PPC) advertising, advertisers pay a fee whenever a user clicks on one of their ads. A variety of platforms including social media channels and search engines offer platforms for PPC advertising.

It is tempting to cut all expenditures while the economy is struggling. However, [paid ads are worth considering](#) depending on your current goals.

- The cost-per-click (CPC) has fallen dramatically in recent weeks
- Online traffic, especially anxiety shopping, has increased as a result of people spending most of their time at home and trying to stay away from their cranky home schooled offspring. **This is mine next to Mandalorian:**

Companies that are able to continue servicing customers while stay-at-home orders are in place, as well as those that are “deemed” a [necessary business \(examples include: liquor stores, pot dispensaries, Costco, gun shops, Home Depot, Michael’s & GameStop\)](#), will definitely benefit from PPC advertising.

While the current ad landscape is ideal for some businesses, it is not for everyone. The results vary from business to business. You should dedicate your marketing dollars to organic SEO if you are not making money on PPC ads right now. Benefits of organic SEO include increasing your online visibility to customers and reinforcing your brand. Think of organic SEO as long ball, whereas PPC is down for the short game.



DO NOT QUARANTINE YOUR SOCIAL MEDIA PROFILES LIKE YOUR MOTHER-IN-LAW (AT LEAST, I WISH!)



– Yes, this is really my Mother-in-law

With the vast majority of people stuck at home for the foreseeable future, social media marketing has [become more valuable than ever before](#). Thousands of people have lost their jobs. As a result, those people are spending much of their time on social media platforms now talking about Tiger King and Carol Baskins, or planning that annoying drive-by birthday procession.

[3.5 billion people - about 45% of the population - use social media](#) under normal circumstances. Think about how many people are frequenting social media channels while stuck at home. In fact, here is a little tidbit from the [New York Times: Facebook is up 27%. HouseParty app is up 78%](#). Google searches have decreased, while social media activity has risen steadily.

These are the reasons why you should funnel more of your marketing time and dollars into maintaining your social media presence.

REMAIN ACTIVE

You should remain active on your brand's social media profiles under normal circumstances. In the current circumstances, you should increase your activity two or three-fold. Remember, there are more eyes on your social media accounts now.

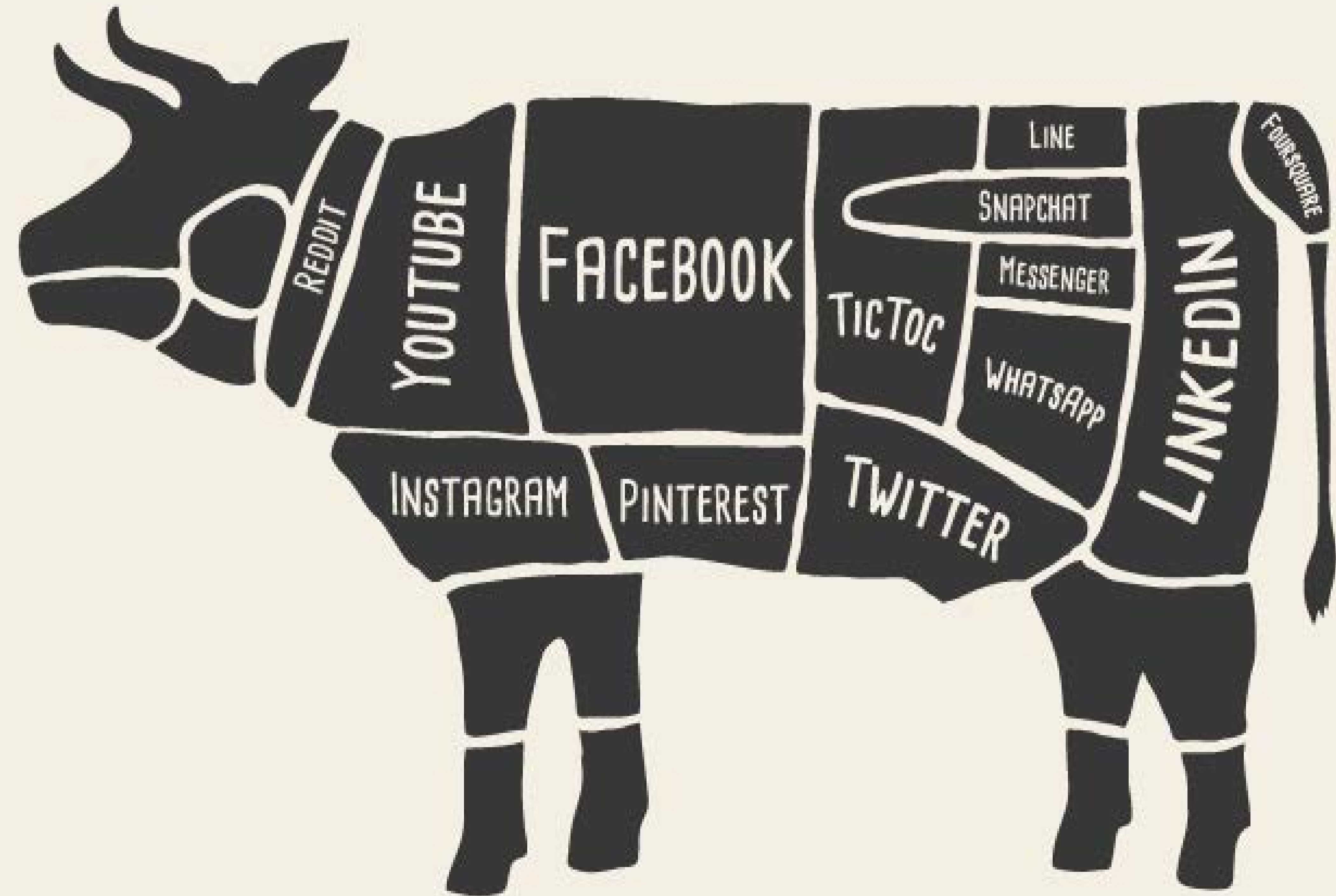
ENGAGE WITH YOUR AUDIENCE

Do not assault your followers with your tiresome promotions, especially during a time when so many people are struggling and companies will not open their wallets. Instead, **engage with your target audience**. Here are a few BEEFY ideas:

- Spark conversations by sharing popular memes
- Invite your followers to share fun info such as the Netflix show they are currently bingeing or pictures of their annoying pets
- Make your audience feel valued by getting their ideas on social distancing initiatives you can implement at your company

BEEF UP SOCIAL MEDIA

• DURING COVID-19 •



ALWAYS RESPOND, EVEN WHEN YOUR CUSTOMERS ARE NEGATIVE

The last thing you need right now is to alienate any of your current or potential customers. Neglecting to respond to the questions or complaints they post online could prove fatal in the long run. Make it a point to respond professionally and warmly to every single comment, no matter how hard you have to clench your jaw and grind your teeth.

REVIEW PREVIOUSLY SCHEDULED POSTS

The stress of the pandemic has caused sensitivity to run high in many people. For this reason, you should carefully review previously scheduled posts. Content that was acceptable pre-COVID outbreak is not appropriate and/or that may alienate your followers now.

Posts you should avoid are those that promote your products or services or those that promote activities labeled as high-risk during the pandemic. Imagine what the strip club industry is going through.

[If they can creatively think outside the box, so can you.](#)



THE CUSTOMER IS ALWAYS RIGHT...

...EVEN WHEN THE CUSTOMER ISN'T ALWAYS BRIGHT

BAD REP IS LIKE A VIRUS FOR YOUR BUSINESS

Improving your online reviews and star ratings will give your business **desperately needed street cred** and help you edge out the competition during the coronavirus pandemic.

97% OF CONSUMERS READ ONLINE REVIEWS

before making a buying decision.

I wonder who the 3% are who do not.

86% OF PEOPLE WOULD PAY MORE

for services from a company with higher ratings and reviews, according to Nusani. I guess the other 16% do not understand what a star rating is?

42% OF CONSUMERS WILL NOT USE A BUSINESS

with less than a three-star rating - Source RevLocal

I SEE YOU'RE
PRETTY GANGSTA...

...I'M PRETTY
GANGSTA
MYSELF



GOOD REP IS LIKE NOT GETTING A VIRUS, BUT FOR YOUR BUSINESS

Reviews are a vital part of any reputation management strategy - just like the ex-girlfriend or ex-boyfriend that you “used to” stalk on Facebook. Your potential customers will stalk you out on Google, LinkedIn or Facebook. Often, reading a review about a company is the first step people take in making a decision about whether or not to use a company’s products or services.

Many people are wrestling with an enormous amount of uncertainty due to the economic meltdown. CAPTAIN OBVIOUS: this can cause a great deal of stress for them. When customers are anxiety-ridden and feel like the ground they are standing on is not solid, they will gravitate towards brands and businesses that represent security.

I’M GOING TO BURN YOU...



...THE BEST ROMANTIC CD EVER

THAT FEELING YOU GET WHEN YOU GET ANOTHER 5-STAR RATING



In other words, by [improving the reputation of your business](#), you will win your target audience's trust over your competitors. Better yet, people will remember that they could rely on your business during hard times. This will increase customer loyalty and brand authority.

If your business does not currently have a solid star-rating, there are steps you can take to correct the situation. Effective tactics include automatically sending current happy customers a survey and proactively asking for a review via email or text. That way when by chance a bad review arrives, it will be just a drop in the bucket of a sea of good review. This is important because it takes roughly 40 positive customer experiences to undo the damage of a single negative review

SAVE THE DAY

WITH RELIEF AND CUSTOMER INCENTIVES

Going overboard with special offers to the point they undercut the value of your services is almost never a good idea. However, you should consider giving customers economic relief like deferred payments, late fee forgiveness, discounts and rebates during the coronavirus pandemic. Struggling customers will appreciate the gesture, grovel at your feet and you will demonstrate value proposition consideration to them.

Incentives and relief are an effective way to get customers in the door when your doors open again or when they are ready to buy. I am sure that not a lot of vehicles are flying out of the auto dealerships, but once we are past this, I am certain everyone will be trading in the family truckster for a brand new family trickster. Once the economy improves, you will be in an ideal position to sell customers your products or services and close the deal. Customers will feel loyalty toward your company because you stepped up to help them when they needed you. Furthermore, they will spread the word about your customer-focused business to their social circle. Peer-to-peer recommendations is one of the best ways to market your business.



BECOME YOUR OWN BACKYARD BULLY WITH LOCAL BUSINESS

International tensions, along with mandated border restrictions and closures, have put small, local businesses providing American-made products and services in a favorable light. What? Can you say “American-made?” What is that?

Take advantage of this by promoting your company locally and investing your money in local markets. Some businesses overlook the importance of their online listing. You need a Google My Business listing (GMB). Your GMB listing shows up in the search results EVEN BEFORE people go to your website and it is FREE. This way, customers in your geographic area can identify your organization as a local business. You don't even need a physical address shown, service areas are accepted as well. Call it, click it, love it.

GMB gives you the power to **keep your business information consistent across the web**. It also analyzes data insights, shares relevant updates and gives you resources to interact with current and potential customers. Most importantly, a Google My Business listing makes it easy for customers to find important info about your business quickly including phone number, hours, web address, reviews and more. Plus, Google LOVES it for SEO.



**CAN'T GET BULLIED IF
...YOU ARE THE BULLY**

YEXT WILL MAKE YOUR BUSINESS LISTINGS ADDICTIVE LIKE CRACK-BACON (YES, THAT'S CRACK BACON)

You can further enhance the benefits of being a local business by investing in [Yext](#), a data management tool that tracks your business' location-related info across more than 70 directories. The tool allows you to sync vital information about your company including your address, phone number & website URL.

Submitting profiles across this many directories manually would be a time consuming and labor-intensive process. IT WOULD TAKE FOR-EV-ER. Yext takes care of it for you, saving you many hours of time. Better yet, if you update your business information, the tool updates it across all of these directories. If you use Google My Business, Yext will update this profile, as well.

Yext is also an excellent way to **obtain over 70 high-quality links to your site**. The tool is viewed by Google as a valid way to build links, so you will not be penalized for using it. It also keeps your citation from splitting on Google. [Your citation](#) is your name, phone number and address.



SORRY FOLKS... YOUR BORING CORONAVIRUS EMAIL MESSAGING TURNS INTO TRASH

- Marketing email engagement has climbed to 25% higher than pre-COVID averages
- Conversely, sales mail response rates are down over 25% from pre-COVID-19 times

Just think of all the emails you are currently weeding out of your inbox. Sending emails that are not targeted is never a good idea. They are likely to end up in recipients' trash folders.

Email drip campaigns are the best way to pull this off. Executing them involves setting up emails to automatically go out to recipients in response to actions they take while engaging with your website, business or other online property. This way, recipients receive emails that are personalized according to their interests and needs for your products or services, rather than POUNDING THEM TO DEATH with general emails that do not apply to their situation. Unless your goal is to increase unsubscribes or get your account suspended with abuse complaints.



DO NOT TAKE THIS PERSONALLY... MAKE IT PERSONAL

82% of marketers reported an increase in open rates due to email personalization

75% believe this tactic yields higher click-through rates

80% of customers are more likely to purchase from a brand who provides personalized experiences

For these reasons, sending personalized emails that target customers according to where they are in the buyers' journey is an **effective strategy that drives conversions**. It's pretty simple... adding a person's name to a subject line or inside the preview area gets opened 29% more. If you're in doubt read this article from Constant Contact and Experian

Personalization accelerates open rates because it demonstrates that you are a human being and that you understand the business needs and empathize with the pain points of your recipients. When you have a firm grasp on these problems and factors, you can offer effective solutions.

When you send personalized, targeted emails to a segmented audience, you also keep your company top of mind. This way, even those customers who aren't ready to purchase your products or services today will think of you when their budget allows doing so in the post-apocalyptic future - which is hopefully Q3 and Q4.

CUTE DOG WEARS HAT AND THE MONEY ROLLS IN...IT IS THAT EASY

The coronavirus outbreak-related messaging from many companies has either been dry and boring (predictable! bad for clicks and conversions!), all about the person/company sending it or it employs scary messaging. Savvy businesses are bypassing these ineffective options by giving their content a humorous spin.

Hey, everyone could use a laugh right now. What they do not need? More endless COVID-19 dribble. **Stand out from the crowd** by putting some FUN into your content. Just make sure you do not cross the line into offensive or inappropriate.

You would not believe how a stupid emoji used in the subject-line of an email will get a better open-rate. What the hell do any of Geico's commercials have to do with insurance? Nuthin'

The more visible your business is to potential customers, the more likely they are to choose your products or services - now more than ever. Your business will get the last laugh all the way to the bank.





SAY GOODBYE TO CUSTOMERS IF YOU DO NOT ADAPT

Many companies are THINKING OUTSIDE THE BOX and offering new ways to do business during the pandemic. There are two reasons why. One to make money, and two, to make money. All kidding aside:

First and foremost, ensure employees and customers are safe. Many businesses across multiple industries are reducing or even eliminating the need for customers to make contact with employees and other customers.

Secondly, to offer customers an incentive to use their services over those of their competitors. Customers will be more inclined to frequent a business that gives them exemplary customer service and take measures to protect their health.

Customers are quickly becoming accustomed to receiving world-class customer service. These expectations are likely to continue beyond social distancing. Your business must be prepared to offer it permanently. Think of the terms “curb-side,” “white-glove” and “drop-off.” They are here to stay and are going to be expected of your business. Think of it as test driving a new car. No one wants the base model after test driving the luxury or sport edition.

WE ARE HERE TO KEEP YOU ALIVE

The Tag Marketing team knows exactly how to carry our clients through a crisis. As an agency that has been operating for over 15 years, we have offered clients life-saving marketing support through recessions and tragedies. We along with our clients are **sur-thriving** this one, and we'll outlast the next.

In addition to our expertise, charming humor and aging good looks, we work with the most sophisticated tools on the market to amplify the power of your marketing efforts. When the economy, market and life in general changes, your business goals, strategy, marketing channels, and execution needs to change along with it.

You need a partner, NOT just a vendor, that you can depend on during this tough time. An agency that has what it takes to ensure your business outlives the coronavirus and the challenges ahead.

– Thanks,
Carm Taglia



**BOOK A MEETING WITH ME TO
REVIEW YOUR DURING & POST-
COVID MARKETING STRATEGY**