

How to Market in Uncertain Times

We're all in the same boat.... trying to figure out how to keep our businesses afloat during these days of uncertainty. Although this is scary, it's not the time to bury our heads in the sand and hope this ends soon. (Although we do!!)

It looks like quarantining will last a while so, it's essential that we create a plan to deliver our services in a way that keeps our customers and team members safe. Here are some things to consider in regard to your sales and marketing moving forward...

Let Your Clients Know the Status of Your Business

If there is any possibility that your clients and potential clients could think you're closed, let them know through social media and email marketing that you continue to offer your services without interruption. Perhaps you're offering them in a different way and, if that's the case, communicate that as well. Right now, you cannot over communicate with your community.

Continue to Communicate with Your Clients

Keep in touch with your clients throughout the coming days and weeks (possibly months) so that your clients don't forget about you. When this passes and life gets back to normal (which I pray is soon), you want your clients to come back to you. If this goes on for a while and clients don't hear from you, they could forget about you.

If this goes on for a long period of time, many businesses will be forced to rebuild their business, however those businesses who have stayed in touch with customers via social media and email, have a better chance of bouncing back quickly.

Don't Sell Unnecessary Products & Services

Right now, businesses are trying to figure out how to move forward and they aren't interested in non-essential products and services. As we move past the initial phases of the coronavirus and people become more comfortable with what's happening, they will be more willing to discuss what you have to offer, but for now, give business owners time to navigate these unsettling waters.

Help, Help, Help!

If you can help people get through this difficult time, then do it for free. It might mean providing free advice (like this email and video) or coaching small businesses to help them survive. This lets people know that you care about your community and you're willing to lend a hand during difficult times.

If you have knowledge that can genuinely help people, please share it. It feels like a moral obligation right now. People are desperately looking for support so provide them with emails, videos and social media. Share what you can to help people save their businesses. From a marketing perspective this presents you with an opportunity to position yourself as an expert. The bonus...If your content is helpful people will share it, which will help grow your tribe.

Will the Need for Your Services Change?

Think about the current business climate and how it will change the way people will interact with your product or services. A lot has changed in just a short time. Do people still need what you offer, and will they still need it when the dust settles? If necessary, consider how you should adjust your services to meet the changing needs of your customers both now and post virus.

What New Objections Might You Face?

Considering all the craziness, are there new objections that people will have when purchasing your product or service? For example, if you're an elder law attorney whose primary customers are senior citizens it's unlikely that they will want to visit your office for several months. That wasn't an objection 10 days ago. Prepare for how you will face new objections from clients and potential clients that you haven't had to address before.

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How To Use The Slow Down To Improve Your Marketing

For many of us, business is slow right now, or even stopped, so it's the perfect time to get to those marketing projects we never seem to have time for. By doing those time-consuming projects now, you will be ramped up and ready to go when the business climate improves.

In times like these, we need to look for a silver lining and maybe that's how we need to look at this extra time. It really does allow us to step back from our business and take a look at how we present our business to the world.

Here are few things you can do right now:

1. Update your email list

When was the last time you looked at your email list? This is a good time to add and remove people so that your list is an effective marketing tool.

2. Ask Friends and Colleagues for Feedback on Your Website

Now is a great time to ask friends and business associates to look at your website and ask them this question, "based on my website tell me what I do?" If your website is doing its job well, visitors to your site should be able to immediately understand what you do and how you serve your customers. If they struggle to explain this to you, then you might want to revise the messaging on your website to make it clearer and easier to understand. Remove industry jargon and vague statements that confuse your potential customers.

3. Write a Marketing Plan for 2020

It's not too late. Make it easy and include these steps:

- What are your goals?
- Who is your ideal customer?
- What are your key messages? (These are the most important things you want to tell your customers.)
- What is your marketing budget?
- What tactics will you use to reach your customers and how will you execute it.

For more on this check out this blog post

<https://tinyurl.com/yx3tlcn5>

For more marketing tips visit

<https://www.thebrandaccelerator.com/> or contact

Meg Huwar at mhuwar@thebrandaccelerator.com

4. Add Video to Your Website

Companies that use videos on their websites have **41% more** web traffic from searches than sites that don't. In addition, people engage more with video than text, so having video on your website is important. If you have the budget, consider a professional video. If not, shoot one with your phone, either way adding video to your site is a smart move.

5. Create a Social Media Calendar

Making posting to social media easier and create more valuable content by planning it in advance. As we finish 1st quarter, now is the perfect time to plan for next quarter. Sit down with a calendar and figure out what days you want to post. Then add in events you want to promote, sales you want to highlight, etc. Build those in first. Then add in other posts. This will provide you with a posting roadmap for the next three months.

6. Create Social Media Posts for the Next Month

Once you create your calendar then start creating the actual posts. These will be done and ready to go when business picks up again.

7. Create a Lead Magnet for Your Website

A lead magnet is valuable content that is available for potential customers to download from your website in exchange for their email address. Once you get their email address you can add it to your email database and start nurturing the relationship. The goal is to send them a few emails and eventually get them to become a customer. (More on this in a future blog)

8. Create Content for Social & Email

Now is a great time to record videos and over the next few months use them as content for your social media and email marketing.