



# Adapt Your Marketing Strategy for COVID-19



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# My Name is

**Maryam Golabgir (Chief Amazement Officer of Digital Marketing Experts)**

Maryam Golabgir is a digital marketing veteran with over 17 years of experience. She has worked in the Telecommunications, E-commerce, IPTV, A.I. Development, Broadband Alliance, and Financial industries. Maryam has worked with many B2B and B2C clients across many industries such as Sheridan Communications, Group of Gold Line, McFees Constructions, Snapd, Niche Decor, Roxborough Realty Group, Clifton Blake Asset Management, Ontario College of Social Workers and Social Service Workers and the Ontario Motor Vehicle Industry Council (OMVIC), among others.

Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and loads of metrics to accompany digital plans. Maryam's digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing.





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# Stay Relevant to Your Audience

**People are panicking right now. It's no time to focus on your needs. Look for ways to put your audience in first place and address their needs and concerns. For example, if you are a financial institution, you might produce content that addresses ways that your audience can save money during this time or how their small business can adapt to decreased customer numbers and purchases.**





# Work on Back Burner Projects

**We all have those projects that we put on the back burner, waiting for when things slow down. Well, now is your time to dig out those projects and give them your full attention. This could include writing a book, updating your brand messaging, creating and publishing a new website, creating a video or podcast, or designing a new offer.**





# Focus on Online Services

**In-person events and conferences are off-limits in many areas at the moment. So look for ways to do things online to support your B2B marketing and PR strategies. Create webinars that people can log into from the comfort of their home. Do a live video on Facebook, Twitter, or Instagram that will engage your audience. Take time to produce regular videos that will benefit your strategy even after the panic dissipates.**





# Strategies to Boost Online Sales

**As consumers are social distancing and working from home, they're spending even more time online than ever before. Our recommendation would be to focus on what you can do with your online store and digital marketing to compensate for reduced foot traffic.**





# How to Increase Online Sales

- Use Remarketing to Close Way More Deals
- Actually Talk to Your Prospects on Social Media
- Pinpoint Your Best Attribution and Conversion Paths
- Use the Voice of the Customer for More Resonant Ad Campaigns
- Nail Your Value Proposition – And Make It Immediately Obvious
- Impress New Customers with an Amazing Follow-Up Email
- Grow Online Sales with Mobile Optimization
- Add an Opt-In Pop-Up Offer to Push Them Over the Edge
- Implement Tiered Pricing
- Create and Target Detailed Buyer Personas
- Give Away As Much As You Possibly Can for Free
- Answer Every Question and Address Every Objection in Your Copy
- Keep Messaging Consistent Across Campaigns and Your Site
- Give Gmail Ads a Try
- Invest in Quality Product Images
- Provide as Many Payment Options as Possible
- Reduce Friction in the Checkout Process
- Target Lookalike Audiences on Facebook
- Offer Fewer Choices
- Offer a Bulletproof Money-Back Guarantee
- Create a Sense of Urgency
- Show Off Customer Testimonials and Trust Signals
- Get More Ad Clicks with Ad Extensions
- Be Honest in Your Sales Copy







# Reach out to Your High-Value Customers

Since roughly 20% of your customers contribute 80% of your revenue, consider prioritizing your high-value customers to ensure their lifetime loyalty.

Apps like [Endear](#) act as a customer relationship management system and a messaging platform, all in one.





# Adapt Your Marketing Messaging

**During the coming weeks, brands need to be sensitive to consumers' needs and rethink their marketing and advertising. That might mean pausing certain campaigns for certain products, and adjusting the copy and creative on ads to better speak to the realities of the COVID-19 pandemic.**





# Offer Free Shipping or Local Pickup and Delivery

Shipping cost is a barrier for online shoppers, so if you can, consider offering free shipping. Another option to avoid shipping costs is to offer “curbside pickup”. In other words, local customers can purchase a product online and pick it up from your store (even if you’re not technically open).





# Extend Your Return and Exchange Policy

**On the topic of sensitivity, empathizing with customers' uncertainty can go a long way. In light of store closures, returns and exchanges become more challenging and could prohibit online purchases. Simply put, people don't want to be stuck with a product they don't like. Extending your return and exchange policy in acknowledgment of the current climate could alleviate buyer doubt and incentivize online sales.**





# Revisit Your Paid Marketing Strategy

**Digital marketing opens up many opportunities to reach customers where they spend their time online. But with diminished cash flow, it might be a good time to rethink your paid marketing mix, spend on tactics where you can see the highest return on investment, and take advantage of the daily and lifetime budget control options available through paid advertising platforms to control your spend.**







# Use Retargeting Ads to Reach Your Customers

Facebook advertising can help you reach new customers through the custom audiences that you create, which consist of your past customers or social media fans—people who already know and love your business. You can upload a customer list to Facebook’s Ads Manager and use the platform to engage with your most loyal customers, highlighting gift cards, & pre-orders







## Create a Custom Audience





### How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

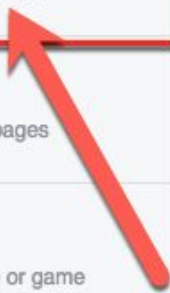
**Customer File**  
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

**Website Traffic**  
Create a list of people who visit your website or view specific web pages

**App Activity**  
Create a list of people who have taken a specific action in your app or game

**Engagement on Facebook** NEW  
Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.



Cancel



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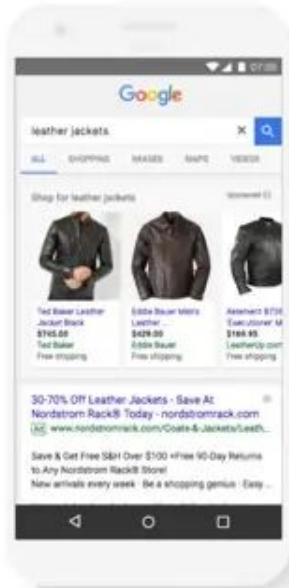
## Show up for Intentional Shoppers with Google Smart Shopping Campaigns

While some advertising can come across as interruptive during this time, search advertising helps you show up specifically for customers who are actively looking for your products. The Google Shopping app makes it easier for online shoppers to find your brand across YouTube, Google Search, and Gmail. Google Shopping is relatively simple to set up. You can sync products to the Google Merchant Center, set a budget, then let Google optimize the campaign, so products show up when people search for them across Google's network.





### Sponsored Shopping Unit on Search



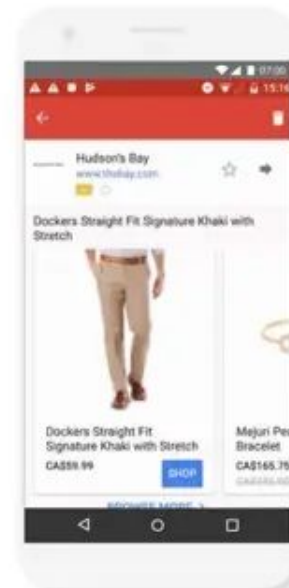
### Display Network



### YouTube



### Gmail





# Optimize Your Digital Spaces

Whether it's your blog, website or third party sites where you're listed, you can take the time now to make sure these are fully optimized. Clean up and refine your SEO and B2B marketing strategy to ensure your current content is as visible as possible. Update all old information. Pinpoint what is and is *not* working within your strategy and adjust your tactics and budget accordingly.





1. Crawl accessibility so engines can read your website
2. Compelling content that answers the searcher's query
3. Keyword optimized to attract searchers & engines
4. Great user experience including a fast load speed and compelling UX
5. Share-worthy content that earns links, citations, and amplification
6. Title, URL, & description to draw high CTR in the rankings
7. Snippet/schema markup to stand out in SERPs





# Build a Pre-order Strategy

**Customers understand that it's an especially challenging time for local retailers. Community-based initiatives have taken off to support local small businesses and help them lock down cash. One approach has been to outright ask customers to pre-order popular products—either by paying a deposit or the full amount.**





# Promote Gift Cards

**Gift cards provide retailers with an immediate infusion of cash and (in most cases) ensure that a customer will return to their business in the future. For businesses with especially thin margins, gift cards can help you stay afloat until the crisis passes.**





# Discount Underperforming Stock

**Non-essential retail will likely see a decline in demand, so businesses in this category are vulnerable to oversupply. Retailers' main goal in the short term (4-6 weeks) is to make sure they aren't sitting on cash held up in inventory or deadstock. Even well-run companies can have 20-30% of inventory as deadstock, so now is the time to address it.**





We have recently partnered up with Hollie from Creative Solutions. Her expertise in Social Media marketing and content development completes us.







# Hi, I'm Hollie

**Founder, Creative Solutions**

*I have one goal, one team and countless possibilities to see your vision come to life. I love being able to support you along the way!*

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# To Stay or Not to Stay?

That is the question. If you decide to continue posting on social media, please have an action plan. This is the best time to review your overall business strategy as well as your marketing plan.

Is social media still a great place to reach your audience? Maybe it's a new opportunity to reach people that you may not have had access to? What is your competition doing? Maybe you decide to take a break...and that's okay! Just make sure you plan it out and start educating with empathy. It's easy to lose sight that your customers and followers are actually people, going through the same things as you are, as a person. Everything you decide to post should be humanized. How does this help people? Do business from a place of service.



# If You Stay, Review Your Social Goals

## 5 Sample Social Media Goals

1

Build brand awareness

2

Increase customer service

3

Build community of advocates

4

Drive traffic to website

5

Generate new blog content



# Pause and Review Your Scheduled Posts

If you use a social media scheduling software for your content, put a pause on your content and review what you already have scheduled. Is it still appropriate? Is it timely? Can it be better? Are you being helpful or providing useful information? Are you approaching business from a place of service?

You do not have to delete your content completely, as you will be able to use it after the crisis.



# Continue to Post a Mixture of the 3 E's

**E**

**ENTERTAIN**

**E**

**EDUCATE**

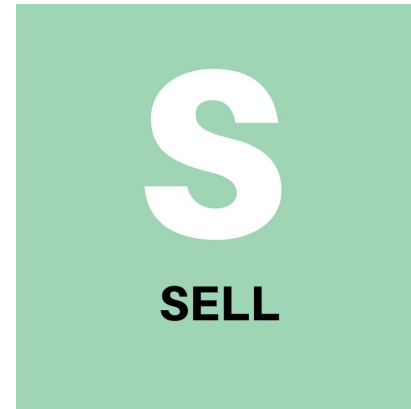
**E**

**ENGAGE**



# Still Promote your Business but Tactfully

ONCE YOU  
HAVE  
COVERED  
THEM, NOW  
YOU CAN...





# Don't Jump on the #Hashtag Bandwagon

Think before you hashtag. If you are posting a promotional post, please do not add any hashtags to do with COVID-19. If you decide to post content that is educational around COVID-19, then it is okay to use the hashtags. You do not want to be looked at like you are capitalizing off of a crisis.

And please, please, please do not post information that you have not fact checked first.



# Create a Statement and Reinforce Stability

Your followers may be wondering if you are open or not or how to reach you. Think of ways to give back to the community by providing information of value to people via social media. A couple of things you can do to get your message out are as follows:

- Write a blog on your website stating your situation of modified services or processes, etc.
- Create a post on facebook linking back to that blog
- Create an image or video with the statement and post on Instagram
- Share that image post to Instagram stories and save as a highlight called UPDATES
- Share that post everyday to your stories





# Support Other Local Businesses

Technically we should always be doing this one but it's the perfect time to start a conversation with a new business owner in your area. You never know what could come from it. Maybe even a strategic partnership will form. Here's a few ideas to get you going:

1. Like and comment on their posts
2. Share their posts to your Instagram and Facebook stories
3. Leave a great review on Facebook or record a video and tag the business on your post



# Take Your Business Online

If you are able to, bring your business online. A few ideas: webinars, online summits, conferences, group networking, go live on Instagram or Facebook or both, online training sessions or courses, virtual workshops, start a mastermind group, and more.

You're the expert, and by taking your expert-ness online, you have an opportunity to reach more people. Here are a few tools to consider using:

- Zoom for online video calls or virtual meetups (1 - 100 people)
- Calendly (Integrates with Zoom and Gmail. Send this link to book sessions with you)
- Facebook and Instagram live
- Eventbrite for RSVPs for events (paid or free events)



We are here to help you.  
If you need help reach out to Hollie and I.



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