



Webfor

# **COVID-19** Business Recovery Strategy and Marketing Tips Checklist

Navigate these challenging  
times and come out  
even stronger.



# Coronavirus: Business Recovery Strategy and Marketing Tips Checklist

We put together this list of tips and tactics to help you expand your brand's market share and position yourself to come out of this challenging time even stronger.

*Not all of these tips will apply to you, but imagine just for a second if you only chose the top 3 most impactful tips below and implemented those. What could that do for you and your business?*

- Applied for all available recovery programs. *If so, you could be in a strategic advantage to capture more market share.*
- Publish COVID-19 announcement on your website explaining how you've responded to this challenge.
- Share the link to your COVID-19 announcement via email, on social media, on Google My Business and other digital platforms you maintain.
- Communicate with clients more frequently than you would normally and look for opportunities to provide them with additional value and support.

- Gain a deeper understanding of your customer. You may be tempted to skip this step, but it is the most valuable step you'll ever take if done right. See the worksheet at [webfor.com/uvp](http://webfor.com/uvp)
- Adjust your messaging, tone and imagery to match where your audience is currently.
- Be strategic and discover low cost and high-impact opportunities to add massive value for your customers by expanding what you offer or changing how it's delivered.
- Adapt and advance your marketing strategy. This may be a good time to improve and diversify your channel mix.
- Improve your online visibility through digital marketing tactics:**
  - Monitor customers changing needs/behaviors and keyword searches
  - Do a comprehensive website SEO and usability audit
  - Transition budgets from event/trade show related marketing to digital
  - Create compelling content that provides value and converts
  - Update your GMB (Google My Business) listing status, hours, etc.
  - Utilize marketing automation and email marketing
  - Take advantage of Facebook and Google Ad credits
  - Use "pixelated" audiences and/or customer lists to create "look-a-like" audiences to build digital prospecting and remarketing campaigns
- Consider selling online. Can you repackage your services in a way that they can be sold online via subscriptions, packages, etc?
- Remember your WHY? Why did you start your business in the first place? How have you integrated your origin story in your marketing?
- Integrate video on your home page, about page and service pages.
- Improve operational processes to become more efficient and effective. This is a great time to find ways to improve your daily workflow with your internal and external customers.
- Have you launched a new product/service or modified how you deliver it? You should make sure to update your website, collateral, and underlying processes.

- ❑ Deploy compassion and kindness with your team and customers. Increase flexibility where it makes sense to do so.
- ❑ Your goals during this time may be less focused on driving immediate revenue and may be more focused on building brand awareness and capturing more market share which will ultimately result in increased revenue.
- ❑ Monitor, measure, and adjust weekly, possibly daily. Being nimble and innovative is what will set you apart.
- ❑ Prepare operations to handle the additional business influx as you ramp back up. Create a game plan to manage leads. This means potentially training team members who haven't managed sales leads before.

*Our team is here to support you and we're happy to jump on a quick call to brainstorm solutions to help position you for success.*

Contact us at [hello@webfor.com](mailto:hello@webfor.com) or **360.747.7794** and we can help.

*For the complete blog with resources visit: **Webfor.com/covid***