



**ask**marketing

# Covid-19 MARKETING SUPPORT PACK

## **BEAT THE CRISIS**

---

## **7 marketing tactics that every business must implement right now**

Navigating this period of change is something that none of us could have prepared for. Whilst you cannot predict how the COVID-19 pandemic will continue to unfold, you **CAN** action tactics that will best strengthen your business in the NOW and most importantly, in the long run.

# Action Point #1:

## **CLEAN YOUR DATA**

---

Never has there been a more important time to ensure your customer/client data is clean, and up to date.

Prioritise these segments first:

1. Unconverted leads - prospective clients who know you, but you have not yet worked with yet
2. Past clients - who you no longer work with
3. Current clients - who you are currently working with

Why are these your **key** segments at this time?

For ALL businesses right now, the priority must be on **nurturing current relationships** - those who already know and trust you. Cleaning this customer data will allow you to execute on Action Point #4 below. Read on.

ASK Team Top Sales CRM & Pipeline Management Tools:

- [Pipedrive](#)
- [Mailchimp](#)
- [Hubspot](#)

[Ask us for help on how to integrate these tools](#)

# Action Point #2:

## SHOW LEADERSHIP

---

At a time where there is so much fear in the air, the worst thing you can do as a business owner is shy away from the realities and “back off” until this whole thing blows over. **The approach we would recommend is to accept the challenge and ground your values.**

Your clients/customers are looking for: reliability, certainty and comfort.

Strive to lead them through this period in the best way you and your team know how. Here are some ideas you can implement:

1. Work with your clients to develop a strategic operational plan - this may be as informal as a brainstorming session - or as formal as being a part of their business pivot and the respective plans to execute
2. Offer regular support catch-ups (this can act as emotional support more than anything)
3. Provide strategic advice - if this is your specialty
4. Provide referrals and other partnership activity - connecting people with others who may be able to offer help.

Leadership and your core values must flow into all components of content you develop, now more than ever. Your leadership and strong personal values are how your clients will remember you long into the future and could lay the foundation for a long working relationship.



**Those who lead through this crisis, are those who will rise out of this in a strong position on the other side.**



# Action Point #3:

## **GIVE, LIKE YOU NEVER HAVE BEFORE**

---

Now is the time to GIVE - through influence, motivation and support.

Here are 2 great ways you can do this for current and for prospective clients:

**For current clients:** as part of your retention strategy, give some something extra, free of charge. *In order words, what can you give OR do for your client, for free in addition to what they already pay you for, which adds incremental value to their business right now?*

For prospective clients: as part of your acquisition strategy (which may be challenged right now), this is your opportunity to **pay it forward**. Offer your services for free right now, with the intent that they will either **give back** to you when they are financially set up to OR will provide you with invaluable referrals now or in the future.

Read on for how to easily communicate this.

# Action Point #4:

## **DEVELOP A NURTURE STRATEGY**

---

Now your database is up to date, nurture these contacts via a targeted email strategy. Send out personalised emails to show them that:

- You genuinely care
- You understand their business
- You have the strategies to help them
- You can start helping them straight away (in any capacity)

Create a simple email template which includes:

- Greeting - E.g. Hello again John,
- Ask how they are - E.g. How are you and your team (or family) going?
- Stand in a position of leadership - E.g. Explain how you can help them at this time - remember to include what you can GIVE
- Ask them if this sounds good - E.g. Offer a zoom meeting/google hangout

Create a customised template for each of your three key data segments we talked about above:

1. Unconverted leads
2. Past clients - who you no longer work with
3. Current clients - who you are currently working with

Send out these emails, and follow up with a phone call to each recipient.

[Ask us how we can help you to do this.](#)

# Action Point #5:

## **REACH NEW LISTENERS. STOP SELLING, START SUPPORTING**

---

Now is the time to **share** your knowledge (for free), because people are **listening**.

Prioritise creating a **Content Strategy**, tailored for the now. Include a combination of long-form written content, video and imagery to provide VALUE for your community and push out via email, social media, on your website (or a combination of the three).

Share free advice, education and knowledge over the upcoming months to show your support and show that you care. Your customers need it and they are soaking it all up like sponges. Again, this raises the importance of leadership. If you provide tangible, actionable strategies and lead, your listeners will follow.

For further direction on how to develop the most effective Content Strategy for your business, including an easy-to-use content calendar template, [get in touch with us here.](#)

# Action Point #6:

## UTILISE THE POWERHOUSE OF FACEBOOK

---

Regardless of your industry, Facebook is a platform all businesses can benefit from right now. **Digital attention is at an all-time high.** With most people staying at home in order to reduce the potential spread of the virus, social media usage is surging.

This is the case in 2 primary forms:

### 1. Paid: Facebook ads

Facebook ads are cheaper than they have ever been. With 1000's of brands cutting their advertising budgets on Facebook, CPM is lower than ever. In basic terms, what this means is, you can now reach more eyeballs than ever before, for less budget. So take advantage of this.

### 2. Free: Facebook Groups

With the majority of industries now confined to their homes, people are turning to Facebook groups for support, networking and a sense of community and connectedness.

#### So how can you utilise the power of these groups?

**Join them:** hear and read REAL feedback, insights and knowledge in real-time from those who, like you, are experiencing the same issues first hand. Absorb this advice and implement anything you can in your own business. Learning from others in this crisis is a really good place to start and to continually monitor/ check-in throughout the upcoming weeks and months. Even spending 20 minutes per day reading the commentary within groups that are relevant to your business and industry will offer you great benefit.

**Create one:** this is another powerful avenue for you to connect with your community. Look at this channel as a way to show leadership and support. Be active daily through knowledge sharing, but most importantly, asking what your community needs from you right now. Listening is just as important as giving right now.

# Action Point #7:

## ASK FOR HELP

---

As you may have seen, on March 17, we launched an ask marketing initiative called **ask for help**. In a time of so much uncertainty and change for all businesses, we think it is vital to support one another, in the best way we know how.

We understand that so many businesses must now work remotely, for an indefinite period. And we understand how stressful this can be if the right tools and systems aren't yet in place for you and your team. As the virtual working experts, we want to share our **expertise, knowledge** and our **time** to ensure this transition for your business is as smooth as possible.

We are offering **30-minute FREE help sessions** if you're seeking advice on how to make working virtually the most efficient and effective that it can be for your business. **Book a help session** with us to discuss anything - from the best tech tools for staying on track with team tasks, our favourite apps for internal team comms, and the best applications for professional client meetings online.

We are here to help. Book your free help session now via email:  
[hello@askmarketing.com.au](mailto:hello@askmarketing.com.au)