Marketing In The Time Of COVID

Captain Morgen Reynolds - Beyond The Trend

3 Main Ideas Today:

1. Tone
2. Tools
3. Targeting
TONE

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Acknowledge The Situation

Customers are nervous and stressed. Make it easy for them to know what you’re doing.

- “When you’re ready, we’re here”
- “We are taking the challenge of COVID-19 seriously, and doing everything possible to keep our staff and customers safe.”
- “Please be patient while we work to make sure your orders are handled and shipped with safety.”
- “We are now open for delivery!”
- “Come visit us! And wear a mask!”
Examples of COVID marketing...
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Now more than ever, we are called upon to make a difference.

#givingtuesdaynow | May 5, 2020
Examples of COVID marketing...

Discount offer for 1st Responders
Build, Upgrade, & Manage Websites

Respect their Time - make it easy to find you and your updates

Respect their Fears - tell them over and over in every communication what steps you are taking for safety

Respect their changing priorities - Some priorities are the same, and heightened, like people’s need to connect with friends and family. Some priorities are new - like needing masks and social distancing.

UPDATE EVERYTHING

Google Business, Facebook, Website...and anything else you use.

Now We Sell Masks!

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Tools

Use Them

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Google Business:

- Update your page with posts, photos, and COVID-19 specific updates
- Use Online Appointment link option
- Turn on "Support" option
- Add special offers or virtual events

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Their website mentions schedule, appointment online, and doctors.
Voice Search:

Smart Speakers:

Usage is up 36% percent for 40 and older users, 55% increase for users between the ages of 18-36
Voice Search:

- Google Assistant
  - Android phones, Google browser talk to text: Google Business listings
- Alexa - Amazon's voice search engine uses Yelp business listings. So update your Yelp page.
- Cortana, Siri (Windows and Apple) - use Bing business listings and Apple Maps

Silly voice search videos on our YouTube
Social Media

Use it all and often
Honorable Mentions:

- YouTube watch time is up 15%
- YouTube ads allow for local and interest based targeting
- Cost is relatively low
- Music streaming services also have local targeting options

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The Winner of Quarantine is...

FACEBOOK!

That Facebook Algorithm Tho

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Facebook COVID #s

- 76% Social Media Engagement
- 2B Facebook & IG Users
- 66% Login Daily

Use Them

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Historically, FB has the cheapest cost per click rate of digital advertising.

Anything between $1-$2 dollars per click is good on FB.

Affecting Ad cost online - Election year - because more money is being spent by campaigns, the price of space goes up.
Digital Ad ROI:

What drove ad cost back down in 2020?

The July Facebook strike.

Tough for Facebook, great for small business owners!
Build Ad Equity Now

You can use FB and IG ads to:

● Drive traffic to your website or landing page
● Track traffic using a pixel, Google analytics, cookies
● Re-target traffic later

So - buy cheap ads now, get data, run more efficient ads even when the price goes up.

Make sense? Cool!

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FB & IG Shops

Ink Meets Paper

Day Brighteners

Birthday & Birth-Yays

You Inspire

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FB & IG Shops

Pros:
● Free to set up
● Integrated with your existing page
● Seamless experience for customer from social page to shopping page

Cons:
● Less control
● Likes and reviews can influence visitors
● Limited space
● Only for tangible products
Your Website
The Greatest Tool of All
Your Website Is The Hub

While all the social media platforms are great, your website is the place on the internet where you have the most control over your content, brand, and interaction with customers.

If you aren’t making use of it...

Let’s start today.

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Your site should be:

**Mobile friendly** - what is the layout and buying process on a phone? Have you checked lately?

Is there an easy way to go back and keep shopping?

To call you from the website?

To ask a question?

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Your site should:

- Have a **Covid Update** that acknowledges the situation.
- Make it obvious and easy
- Services may not have changed, but search engines and consumer behavior has.

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Your site should:

- Consider adding a chat bot. The more we can reassure & answer questions before a desperate or nervous customer moves on...the better.
- Have a way for customers to sign up via email or text.

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End of Tools!

Time To Target!
Email Lists - Customers are looking for information. (Remember soaring media usage.) If they have used you in the past, a nice update from you is welcome.

Text Lists - It works. Do it now before people are saturated. A nice, “hope you are safe and well! Here is a code for 20% off!” makes very few people upset.

Use lists for FB Ad Targeting - Did you know you can use an existing customer list of emails or phone numbers to target your customers with FB and IG ads?
Target New Customers

- **AND** - You can use these lists to create look-a-like audiences to further target on FB and IG!

- **COVID Update** - mark posts with this option on FB

- **Use 🤓👩‍💼☕🏠🤷‍♂️🥦!** Their code is becoming more important for search on Google’s algorithm on FB. Emojis can help your posts reach your ideal audience.

- **Creator Studio** - An option on FB to create & schedule posts, even unpaid newsfeed targeting.
Facebook and Instagram have worked to remain relevant, current, through COVID and additional social issues via: **Stickers & Stories**

Example: **Donate Feature IG**

https://www.instagram.com/stories/beyondthetrendbranding/2373514976318865468/

Full instructions: BeyondTheTrend.com

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Target with Stories

Using a personal vs. business account, you can add music and rival TikTok for consumer attention.

https://www.instagram.com/stories/the_captainslife/2373520961616222940/

Example: Gif, Music, Support Small Business sticker IG

Don’t forget #Hashtags!

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Before We Go:

Tone

Tools

Target
Before We Go:

- **Create** new messaging to update, educate, and reassure customers
- **Shift** to corporate email and text messaging to reach customers, utilize all social and search platforms
- **Update** Websites with Covid-19 buttons & banners
- **Learn** tools and reposition products to meet your clients NEW needs and priorities
Also on Beyond The Trend.com

We are always posting well-researched information for business owners such as....
Bottom Line...

We’re here to help.
Questions?
A Marketing Agency

Today: “Marketing In The Time Of Covid”
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