



# covid crisis checklist

Use this list to check in with your business on marketing, communications and more as we all get through the COVID-19 crisis.

**Need help? Our team is here to assist with anything on or off the list.**

## **plot out your customer communication plan.**

You've likely sent an email letting customers know that you're sanitizing, open for delivery and more. But now what? Plot out how often you need to communicate with customers, along with plans for worst-case scenarios. Direct people to the most relevant points on your website. Ask them for feedback. And always express support and compassion.

## **do the same for your own employees.**

Employee communication is critical. Plot out how often you need to communicate plans to employees and through what channels. Also think about who your own "essential employees" are.

## **evaluate how remote working is working.**

What communication gaps are your remote workers experiencing? Evaluate channels like Slack, project management tools, Microsoft Teams, Google docs and more to help streamline.

## **conduct a quick marketing sensitivity audit.**

Are your messages sensitive to the crisis? Do you need to revisit any imagery or verbiage that could be taken badly, like KFC's "Finger Lickin' Good" campaign? Could your message or imagery be misconstrued to make light of the situation?

## **update your Google My Business info.**

Make sure your GMB listings reflect updated hours or closed locations.



### **post alerts on your website and social media.**

Make sure your website and social channels are updated with a quick alert bar or graphic that lets customers know if and how they can do business with you. You can also pin a social post to the top of your feed outlining operating procedures. Even better? Record a quick video message to share.



### **shift your events strategy.**

Many B2B companies rely heavily on events and networking. Consider other ways you can shift this strategy in the short-term, utilizing a content marketing plan that includes virtual meetings, webinars, podcasts, blogs and CRM strategies.



### **revisit your SEM ad groups.**

Search queries have definitely changed during the COVID-19 crisis. Review your search engine marketing keywords to see if any trending queries may be relevant to your search traffic.



### **bolster your digital marketing.**

Experts believe e-commerce will mitigate declines in shopping, with spending shifting from offline to online. Many companies will shift budget to digital. Do you have enough of a presence?



### **kick your retargeting efforts up a notch.**

Website and search retargeting strategies take advantage of customers who have already been on your site and shown active interest. So get that low-hanging fruit. While you may have fewer customers, you can do more to convert the ones already showing interest with a higher likelihood of purchasing.



### **plan for re-entry.**

This crisis won't last forever. Many marketers will shift budgets to the second half of the year, making for a crowded, competitive landscape. Think now about how you'll re-engage customers, re-open stores and re-launch products when the virus recedes.



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