



LAWRENCE & SCHILLER

# covid-19 digital checklist

Whether you're having to slow down, ramp up or **shift your marketing efforts** due to COVID-19, it's likely your strategy is being affected in one way or another. Our team compiled a digital marketing checklist to make sure that whatever changes your current strategies may be feeling, your **digital presence** is supporting your business during this time.

## website:

- Add an alert bar to the top of your main website pages to inform site visitors of relevant COVID-19 changes your business is making.
- Utilize **Google's latest structured data update** to ensure your important business changes related to the virus appear when users are making relevant searches online, making it easier for them to find this information.
- Adjust your website content strategy to provide useful resources for your clients/customers to refer back to.
- Thoroughly audit your website content to ensure it reflects the changes your business is making during the pandemic.
- Be available to your customers at all times through tools like chatbots or live chat features to help with any questions or issues they may have.

## local listings:

- If your hours of business have changed, be sure to update hours on business sites such as Google My Business, Yelp, Facebook, Trip Advisor and more.
- Be sure to update events and closure notifications across all of your online listings.
- Consider content for Google Posts that will inform your clients/customers of the actions or changes you're taking.

## email & mobile messaging:

- Consider sending an email or SMS with relevant “Do’s and Don’ts” during this pandemic or other helpful content.
- Be transparent about your business during the pandemic through all of your communication channels.
- If you have generic email templates or automated email campaigns being sent out, it’s a good time to audit the messaging and make sure the content reflects the current situation.
- Encourage people to sign up for emails to stay informed on the actions your business is taking during the pandemic.

## social media:

- Consider your strategy and adapt the content and tone to the current situation.
- If your business is closed, it doesn’t mean you have to go dark on social media, too. Get creative with different types of content, such as showing behind the scenes, etc.
- Be a part of the conversation around COVID-19 when the timing and content is appropriate.
- Start thinking about what your strategy will be when you re-open or when business is back to normal, and create a plan to smoothly make the transition.

## digital content:

- Stay engaged with your customers. Address how you’re shifting your business, such as curbside pickup, delivery, online gift cards, digital storefronts, etc.
- Instead of cancelling your events, consider **making them virtual** through the use of live video.
- Recreate in-store experiences online through the use 360 videos or photos, live streaming video, virtual events and more.
- Adjust your business’ imagery to reflect the current times.

We’re in an unprecedented time. But that doesn’t mean we have to sit back and wait idly for it to pass. Instead, use this time to your advantage. You know those projects you’ve been too busy to get to? Dust them off and get to work. Take a look at your social strategy, SEO and analytics to map out trends that will help your business thrive in the future. Take the time to finally organize your digital files, add the descriptive alt text to images you’ve been meaning to get to, take a look at your site speed and optimize your customers’ online experience as you see fit. And when you’re done with this digital checklist, shift your attention to thinking about **how you should adjust your media strategy** during this pandemic as well.