

SOCIAL MEDIA MARKETING STRATEGY 360

GREEN APPLE LANE DESIGN



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IMPACT ON MARKETING

Many companies large and small plan their social media content weeks ahead of time so when this all started happening, businesses were scrambling.

“Do we keep marketing?”

“Customers are contacting us and they’re scared and want to know what we’re doing to protect them.”

“What ARE we doing?”

Everyone was caught off-guard.

IMPACT ON MARKETING

Ad purchases for April publications designed and sent off.

Spring event sponsorships had been paid.

Broadcast spots on TV and radio were already queued up.

As the news started to break, consumers were getting really mixed messaging. Fear in their hearts and minds, the news telling them to stay calm, and ads still trying to sell luxury products, travel, and food ads showing hands touching ALL THE THINGS (more on this later).

Marketing and advertising was still happening all around us as if nothing was wrong, while people were hoarding toilet paper.

It was a bizarre couple of weeks, wasn't it?



IMPACT ON MARKETING

These kinds of images were perfectly acceptable in marketing 2 months ago.

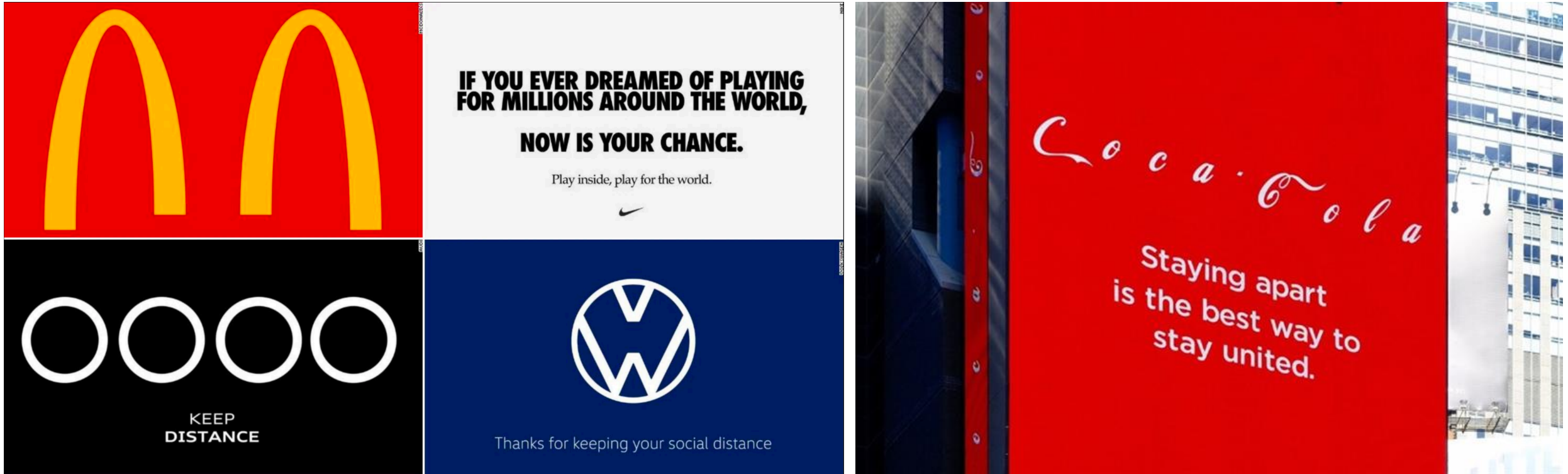


IMPACT ON MARKETING

It's been enough time now that most companies have had an opportunity to pull the plug on their scheduled campaigns and adjust their messaging as necessary.

In fact, it's been so much time that some global brands have had time to put whole new ads together, trying to use the news in a clever way...

IMPACT ON MARKETING



While these ads might be clever, they diminish the seriousness of the situation.

People will remember how you handled your marketing during this time.

This is not the time to share the beautiful campaign you prepared months ago – hold on to those ads and posts for another time, later in the year. They may be tone deaf at best, and at worst, potentially offensive.

You don't want to keep marketing as usual, with your head in the sand.

You will need to adjust your strategy and tone.

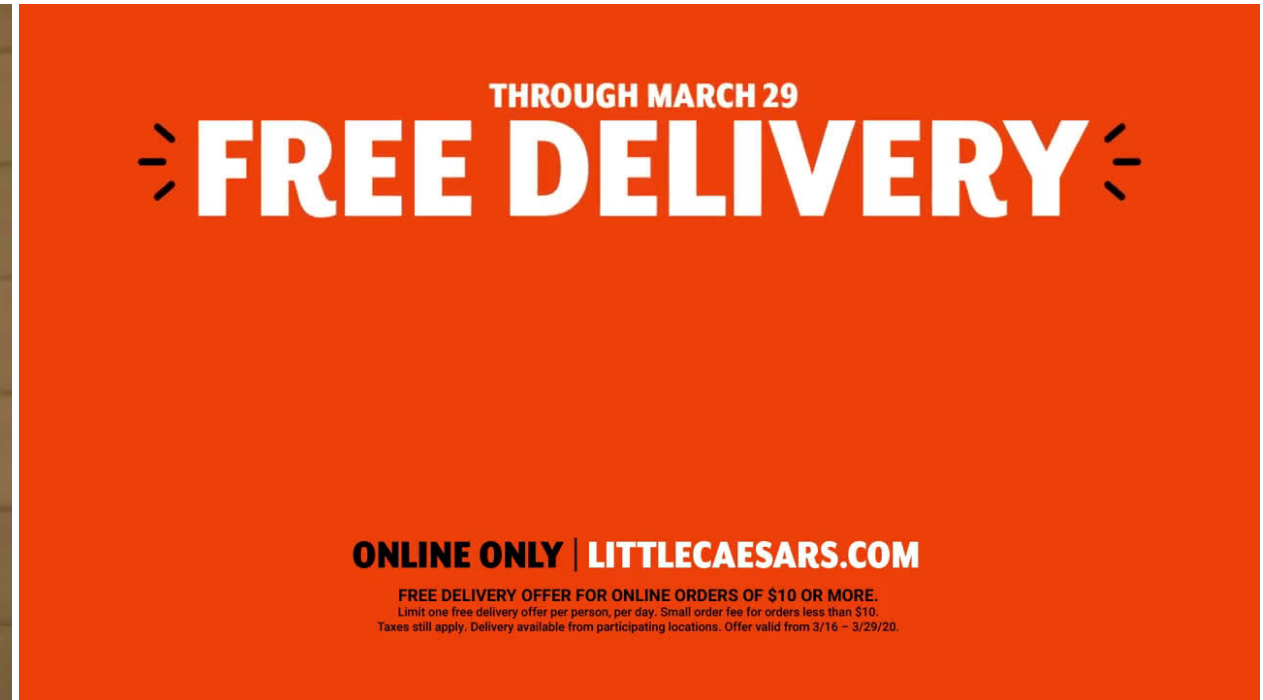
Being helpful, and providing a real, meaningful service is all that matters right now.



STEP 1: PAUSE

If you haven't already, pause your scheduled social media updates or pre-written content, even if it means scrapping an entire campaign.

STEP 2: PIVOT



You've likely had to pivot the way you do business, and your brand messaging has to pivot too.

STEP 2: PIVOT

- It's time for brands to channel their human side
- Be helpful, empathetic, and sensitive, not opportunistic
- Manage expectations with your customers
- Ramp up your customer service on social media
- And if you can't work IN your business right now, work ON your business.

STEP 3: PLAN

USE.

THIS.

TIME.

Make it work for you!

STEP 3: PLAN

Now is a great time to focus on marketing, branding, or PR projects that have been put on the back burner:

Website: Everyone puts off redoing their website or thinking about their brand's purpose, but now is a perfect time to think about this and refresh your website content.

SEO (Search engine optimization): Rewrite old blog posts and add new content.

Launch a webinar, e-course, podcast, or accountability group:
We can help with creating branding or downloadable documents.

STEP 3: PLAN

Update your imagery: If you're a restaurant or any kind of food establishment, let's think about scheduling a photo shoot to update the imagery for your website and social media during this time, so you have a bank of (handless) images to work with in the future.

PR materials: Is your bio up to date? Could the company fact sheet use a refresher? Let's get real about that headshot...

Organizing digital collateral: If you have hundreds or thousands of photos from client events or product photo shoots, now is a perfect time to get organized.

Invest in strategic marketing: Everyone always says they wish they had extra hours in the day, or "if only we had more time." Well, now you do. Spend this time as effectively as possible.

STEP 3: PLAN

Freshen up your space: If your business is a service-based brick-and-mortar business like a yoga studio, salon, spa that's closed right now, how about putting a new coat of paint on the walls, doing a deep clean, and diffusing some essential oils in the space. Share the progress on social media in a cute boomerang video. Be ready to welcome your clients back to your sparkling clean space.

MORE IDEAS:

- look over your contracts
- reevaluate your pricing
- get your bookkeeping in order
- reevaluate your service offerings
- watch videos that expand your skillset (like Business Leaders Series Online!)
- read or listen to audiobooks by leaders in your industry or business in general
- practice or learn a foreign language

STEP 3: PLAN

Start planning now how you're going to handle your comeback.

Research online scheduling plugins and let's get those implemented now so customers can quickly and easily book online as soon as they can – you'll just flip the switch!

Can you accept online payment or touchless payment like apple pay if you don't already?

What about starting a patron rewards program?

What are you going to do to welcome them back?

Do you want to offer more services?

Fewer products with more intention?

Let's redesign your menu.

STEP 3: PLAN

You've been granted a permission slip
to reimagine the way you do everything.

Step back and think about your business from the consumer perspective - what do they need?

What will be most helpful for them?

Let's figure out how to make it happen, together.

QUESTIONS?

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