

Planning Your COVID COMMUNICATIONS

More time online means more opportunities for customers to connect with you.

Here's how to do it right.

ASK YOURSELF

Is it appropriate to promote our company right now?

NO 01

Let's do some public service instead.

MAYBE EMAIL NOTES OF SUPPORT

MAYBE 02

If we make it relevant

YES 03

Customers need what we sell.

What does our audience want right now?

Customers want something like normal life, including business.



Especially business.

Customers want information that will help them understand the moment and see the future.



What does our company do that will help right now?

+ SHARE THAT

If our company is doing good work, it's okay to share that. We may inspire others.

Let our employees be our brand ambassadors.

What should the tone be?

Just remember:

- Some customers' businesses are at risk
- Many customers' lives are at risk.
- Be respectful.

If we have a serious message, think about how seriously it needs to be delivered. Let's not go out of our way to take customers out of their comfort zone.

NO ONE IS IN THEIR COMFORT ZONE RIGHT NOW.

- Be polite
- Don't pitch
- Come with answers, not with an ask

REMAIN AUTHENTIC

100% AUTHENTIC

How frequently should we message the consumer?

- Different industries and markets have different rhythms.
- Different messages call for different cadences.
- Let's use our judgement.

When is the right time to talk about what comes next?

NOW

Customers are already looking ahead.

Don't be afraid to send "normal" business communications.



CUSTOMERS ARE HUNGRY FOR NORMAL.