



Business Recovery: Digital Marketing Strategies to Try Now

You'll learn:

1. **5 digital marketing strategies to try now**
2. **Tools for digital marketing**
3. **Tips on messaging and targeting your audience**

Meet our Presenter



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Digital Marketing Specialist



5 digital marketing strategies to try now

Strategy 1: Communication

Goal: Keep customers directly informed

Where can customers reach
your business?

Strategy 1: Communication

Action Tips:

- Use clear, consistent messaging.
- Send real-time updates for important changes.
- Share safety measures for customer interactions with your business.
- Ensure that key information about your current operations is reflected on all online channels:
 - Website
 - Google My Business
 - Social media
 - Email newsletter

Strategy 1: Communication

Coronavirus (COVID-19) Updates

For the latest updates from Catholic Health regarding the coronavirus [click here](#).

Catholic Health is following the protocols issued by the CDC and NYS Department of Health for the assessment and treatment of Coronavirus (COVID-19). For the latest info on coronavirus and steps to protect yourself, please visit the [CDC website](#) or the [NYS Department of Health website](#).

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The Right Way to Care

Our patient-focused providers and services are dedicated to improving your health and wellness.

Highlighted Services


Strategy 1: Communication

Action Tips:

- Consider (and then communicate) what you can offer online.
 - How can you offer your products or services online?
 - How can your brand maintain awareness and trust?
- Continue online communications, even for “non-essential” businesses.



Strategy 1: Communication

**Public Espresso + Coffee** is at **Public Espresso + Coffee** (Hotel Lafayette).
March 26 at 10:14 AM · Buffalo, NY · 🌐

While our cafes are closed we've been working on ways to take care of our employees and business.

The biggest things you can do are to continue buying our coffee at @dashmarkets. We've also re-opened our online shop and added coffee, merch and gift cards.

50% of all gift card sales will go towards and employee payroll fund....
[See More](#)

What we're doing.	Selling online. We've re-opened our online shop and have stocked it with fresh coffee, merch and gift cards. 50% of all gift card sales will go towards an employee payroll fund.
Still roasting. Our fresh roasted coffee is available at all Dash's Market locations and for order through our website. We've added a 5lb bag option for bean orders, too :)	Staying optimistic. We continue to explore all available and emerging opportunities for small businesses. We're hopeful that we'll weather the storm and look forward to re-opening when it's safe.
	Hoping to see you soon. Each day that our cafes aren't open is a day that we can't serve coffee, our customers, and the little moments that make operating Public Espresso so special to us. We hope you're staying safe and healthy and we can't wait to meet in person some day soon.

Strategy 2: Targeted Reach

Goal: Help customers in need, virtually

- Short term strategy
 - Focus on immediate customer needs and concerns.
- Long term strategy
 - Thoughtfully promote future offerings when applicable.

Who is seeking your offerings at this time?


Strategy 2: Targeted Reach


Action Tips:


- Find demand for your products or services online.
- Create and share content that speaks to the customer's current needs and concerns.
- Concentrate on products or services that will perform.
- Focus on targeting key customers:
 - Engage with repeat customers through Email marketing
 - Target previous website visitors with Remarketing campaigns
 - Reach new customers with targeted Paid Search and Social Media ads




Strategy 2: Targeted Reach







BuffaLove City CSA



25
Cases Available

\$30.00
Per Case

Buy Now

Delivery & Pickup Available
Listed in Buffalo, New York

Qty. 1 Case - \$30.00

Free delivery for orders over \$25

Add to Cart

Grade	Pack Size	Country & Region	PLU/SKU
#1	Small	USA, New York	716

Box contains Boston Lettuce, Pepper, Cucumber, Red Onions, Apples, Dozen Farm Fresh Eggs, Grape Tomatoes, Micro Greens & Flat #12 Mushrooms (All products are locally sourced if possible) Thank you for supporting your local farms! Contents may change based on availability.


Harvested daily from Mar 17, 2020 – Dec 31, 2020

Strategy 3: Local Outreach

Goal: Engage with your community online

In what ways can your business
expand local reach?

Strategy 3: Local Outreach



thegrancecommunitykitcl • The Grange Community Kitchen

thegrancecommunitykitchen
TONIGHT 4:30pm 🌟 Thank you in advance for the support ❤️
#grangers #hamburgny #local #smallbusiness #family

4w

+

jennaobara Favorite people! ❤️
4w 2 likes Reply

soulcandyproject ❤️
4w 1 like Reply

h_jack This is the best! ❤️
4w 2 likes Reply

♡ 💬 📌
4,656 views
MARCH 17

Strategy 3: Local Outreach

Action Tips:

- Optimize for local SEO (Search Engine Optimization)
 - Website
 - Google My Business



Strategy 3: Local Outreach

Action Tips:

- Focus on virtual community engagement
 - Post community updates.
 - Be attentive to your customer service.
 - Thank your loyal patrons.
 - Share how customers can continue to support you.
 - Give shout-outs to partner businesses.



Strategy 4: Be Innovative

Goal: Pivot your business digitally

How can you make your business available during this time?

Strategy 4: Be Innovative

Action Tips:

- Set up e-commerce to offer your products or services online.
- Promote the unique attributes of your business.
- Showcase your offerings in a new way.



Strategy 4: Be Innovative

Action Tips:

- Give your business a human voice.
- Share educational tips.
- Entertain or show a behind the scenes look at your business.



Strategy 5: Spread Thoughtful Positivity

Goal: Boost brand loyalty remotely

How can you connect with
your audience?

Strategy 5: Spread Thoughtful Positivity



Strategy 5: Spread Thoughtful Positivity

Action Tips:

- Spread encouragement and show how you are giving back to the community.
- Share encouraging news and relevant, inspiring content.
- Focus on helpful, positive uses of your products and services.



Strategy 5: Spread Thoughtful Positivity

Action Tips:

- Run a giveaway or contest.
- Share user-generated content.



elmhurst1925

elmhurst1925 🌟 Who's ready to start the day with another HUGE giveaway?

And what could be better than with a breakfast made with real, whole ingredients. How about if it was all 🌱 dairy-free, gluten-free AND vegan? Now that's a breakfast we can get behind.

We've partnered up with our amazing friends @bobsredmill + @hukitchen to bring you everything you need to start your day off right with whole grains, plant-based nutrition, and of course, a little something sweet.

📦 lucky winners will each receive a variety pack of:

903 likes

MARCH 9

Recap

- **Strategy 1: Communication**
 - Keep customers directly informed
- **Strategy 2: Targeted Reach**
 - Help customers in need, virtually
- **Strategy 3: Local Outreach**
 - Pivot your business digitally
- **Strategy 4: Be Innovative**
 - Engage with your community online
- **Strategy 5: Spread Thoughtful Positivity**
 - Boost brand loyalty remotely
 - Prioritize safety and ethical practices.
 - Continue to support your local community.
 - Do your best for your employees.
 - Strategize and focus on the short term.



Questions?