

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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5 digital marketing strategies to try now

Goal: Keep customers directly informed

Where can customers reach your business?



- 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



Coronavirus (COVID-19) Updates



For the latest updates from Catholic Health regarding the coronavirus click here.

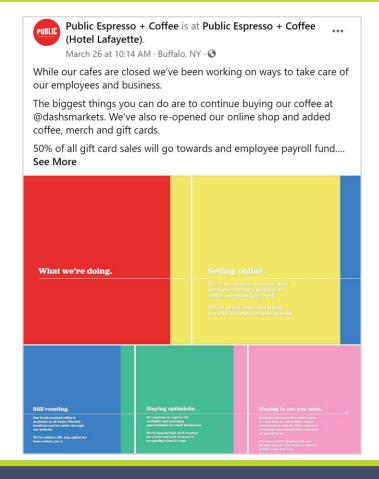
Catholic Health is following the protocols issued by the CDC and NYS Department of Health for the assessment and treatment of Coronavirus (COVID-19). For the latest info on coronavirus and steps to protect yourself, please visit the CDC website or the NYS Department of Health website.





- 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 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

- 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





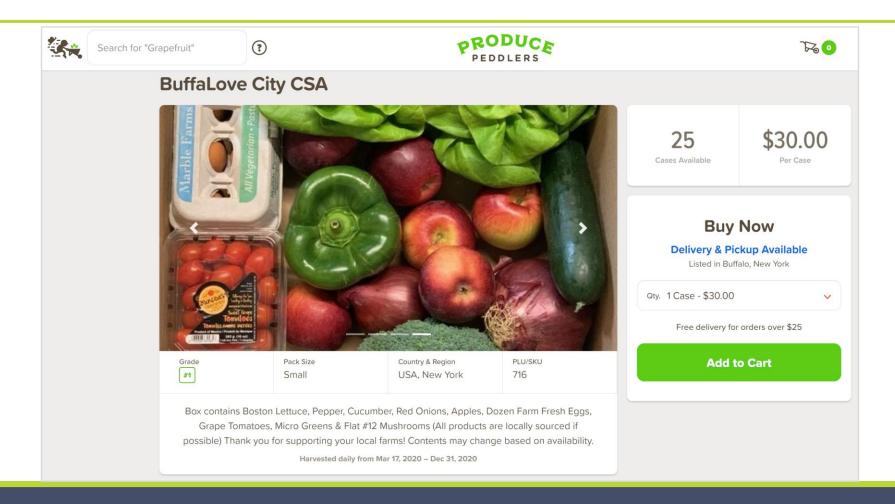








Strategy 2: Targeted Reach

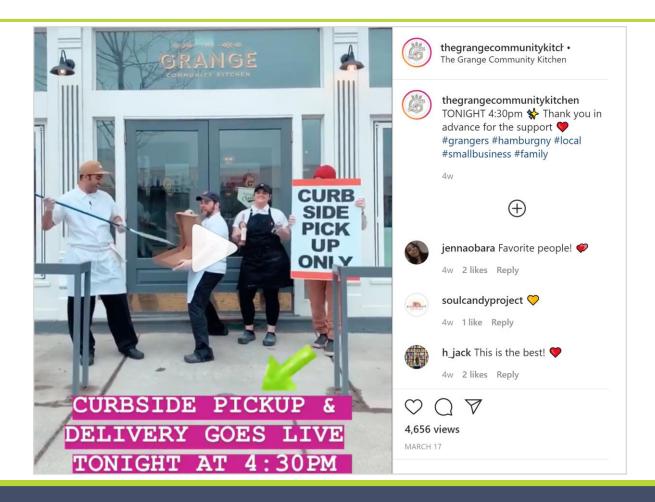




Goal: Engage with your community online

In what ways can your business expand local reach?







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





- 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.
 - o 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.





beautyorganixea



beautyorganixea It's here! Support package number 3! \$34.00

Package includes:

- 3 Facial Towelettes
- 1 Hibiscus Enzyme Mask
- 1 Mini Deodorant
- 1 Hand Sanitizer
- 1 Lip Balm
- 1 Bath Bomb (value \$55.00)

Send someone you care about this little reminder you are thinking of

We will enclose a card saying "In support of all that you do" with your

(Unless otherwise stated) AVAILABLE BY PHONE OR ONLINE ORDER ONLY







47 likes 10 HOURS AGO

Strategy 4: Be Innovative

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



Goal: Boost brand loyalty remotely

How can you connect with your audience?



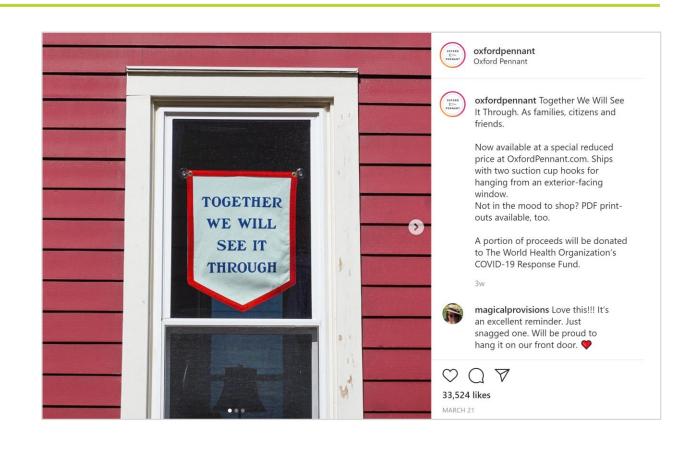


Thanks to YOU, our amazing customers and supporters throughout the community, we were able to take a minute to give back to those who aren't spending time at home, but on the front lines helping our loved ones get through this. Thank you to @wnyfeedsthefrontline for starting such an amazing cause, our friends at Sunset Produce who generously donated cases of fruit, Danin Lorin and Ambu Medical USA who donated to support this cause and to the hundreds of workers at the VA, Buffalo General Hospital, and @ecmcbuffalo that we were able to keep fueled with healthy meals. Every week we will be donating meals to area workers, every time you order a meal through us, it allows us to keep that going. Thank you everyone, stay healthy #cork workers was predicted to the product of the pro

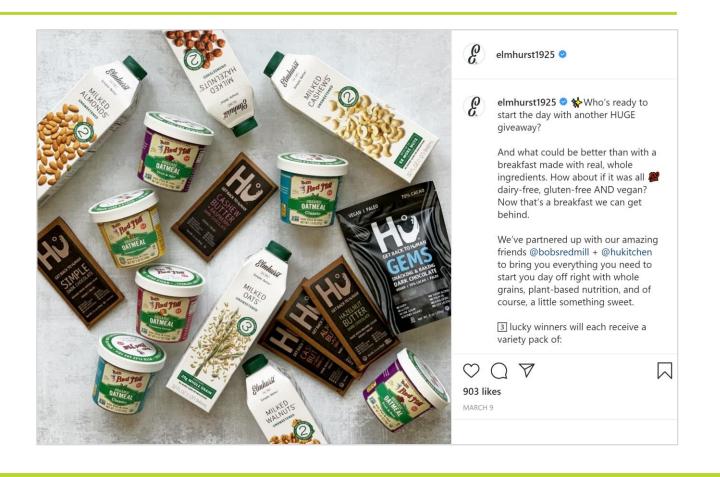




- Spread encouragement and show how you are giving back to the community.
- Share encouraging news and relevant, inspiring content.
- Focus on helpful, positive uses of your products and services.



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





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?