

# MANAGE YOUR MESSAGE DURING & AFTER A CRISIS

*Key strategies to adapt your marketing and manage your message during the Coronavirus Crisis and what your business should anticipate after the crisis is over.*

## CUSTOMER COMMUNICATION

### ASSESS EXISTING COMMUNICATIONS & ADVERTISING

Have your team and organization review all communication content and media plan such as automated or pre-scheduled emails, mobile communications, social media posts, and advertisements. Determine if you need to change your messaging or content, or even postpone your advertising to a later date.

### WHAT SHOULD YOU COMMUNICATE AND WHEN?

Your organization may have already sent out COVID-19 information to your customers. Make sure you are providing up to date information regarding your organization and changes of business operations. For example: cancelled events, limited hours of operation, what services you can offer online, and other services available.

### POSITIVE MESSAGING

Associate your brand with “good vibes” and a positive tone. Communicate clearly and often, be honest, and transparent. If you had to make changes in how your organization provides services, include achievable milestones and progress in your communications.

### HOW DO I GET MY MESSAGE OUT?

1. Message from CEO/President to customers or other businesses
2. Email campaigns to your distribution lists
3. Website
4. Social Media Platforms
5. Blog (if you have one)
6. Mobile Apps (if you have one)
7. Webinars
8. In-store signage

## MARKETING PLAN ADJUSTMENTS

When faced with a crisis, what should you change in your marketing plan for the short, medium, and long term?

- 1 REVIEW AND ADJUST YOUR MARKETING**  
Review your current marketing and media plans and make adjustments.
- 2 DEVELOP A SHORT TERM MARKETING PLAN (3 TO 6 MONTH PLANNING)**  
The next several months you will see many societal and behavioral changes of your customers. How can you best serve your customers right now, during this time? Optimize your marketing budget. All organizational functions will be called on to prioritize spending. Look for ways to drive efficiency and reduce or postpone obligations that won't bring value at this time. Secure media placements and advertisements early. Everyone is in the same boat, and everyone is looking to secure key advertising spots to replace lost opportunities.
- 3 DEVELOP A NEW LONG TERM MARKETING AND STRATEGIC PLAN (6 TO 18 MONTH PLANNING)**  
This plan should employ the same messaging and tactical mix as the organization had planned before the crisis, though on a different timeline than planned. Determine if you can go back to the marketing campaigns you had planned before the crisis, or if you need different messaging and content. Has your target audience shifted? If the crisis caused long-term changes in your market, you may need to completely rework your marketing messages, your marketing strategy, and your marketing plan.