

ADCREATORS

COVID — 19

Health crisis

**Business
Marketing**

Action Checklist

Business Marketing Action Checklist

A responsive business is a successful business.

In our current climate, we're experiencing unprecedented disruptions to our everyday lives, and it is no doubt that the outbreak of COVID-19 has impacted each and every one of us. To help shed light, we have prepared this Checklist - hoping you'll mark **yes** to each of these - but in the case you have not, that's where Adcreators can assist.

Checklist

1. Tailor your tactics

- Reassess your Business and Marketing Objectives
- Revise your Communication Strategy
- Collaborate with your Marketing team regarding brand presence

2. Assess opportunity

- Evaluate audience behaviour and shifts in consumption patterns
- Identify potential new markets and/or audiences

3. Remain loyal

- Recognise potential in loyal consumers to drive additional income streams

4. Budget

- Re-allocate budgets and marketing spend to meet current consumer trends
- Consider current and future campaigns with relevant, resonant messaging

5. Position yourself for recovery

- Establish a new, long-term marketing strategy
- Evaluate your current website
- Assess mobile-friendliness of current website
- Review the nitty gritty e.g. site speed, information architecture and accessibility
- Implement new and improved Communication Strategy

6. Implement new and improved Communication Strategy

Review trending keywords and devise a new action plan

Invest time and effort in an active website blog

7. Using Social Media Platforms Appropriately

Establish relevant platforms for your (new) messaging

Display a message that is effective, relevant and engaging

8. Adapt - don't react

Meet current consumer demands through insights, trends and social listening

Alter your product and/or service to suit current consumer demands

9. Take additional measures

Encourage website subscriptions through EDM as a direct, more cost-effective strategy

Think 'outside the box' regarding new and innovative campaigns

10. Key Metrics

Ensure everything is measurable - especially your KPIs

Adcreators is here to help

If you would like assistance with any of the checklist items....

Request a call back from your account manager or

contact us on info@adcreators.com.au

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