

OPTIMISING MARKETING DURING THE CORONA VIRUS OUTBREAK

When there is a possibility of an economic downturn or there is a lack of confidence by consumers, it is very easy as a business owner to have a knee-jerk reaction to the situation and go into full defensive mode. Research shows that this is the worst thing you, as a small business owner, could do.

In a continuing bid to help your business survive and thrive in these difficult times, we have compiled a checklist of items to help you make important decisions on how to get your business through.

- **Be there when people need you.**
Keep your sales pipeline open so that people are able to call on you for their future projects, jobs, etc. The likelihood is that more people will be in self-isolation and will have more time on their hands to look for your services. Google will still be the first place they turn to. If you are not in front of them, your competitors will certainly get the better position.
- **DON'T STOP marketing and choose the right channels.**
Businesses that continue to market their services will come out the other side in a positive position over their competitors.
- **Audit each of your marketing channels to see which has the better audience and return on ad spend (ROAS).**
Be smart about your ad spend, and for the short-term, think about quick strategies like Google Ads, Google My Business, and even really good Facebook promotions. If you can afford to do both, SEO is good, but organic SEO (below the maps) can be temporarily culled to save if you are NOT already ranking. If you are ranking well, it is best to continue as it is revenue producing.
- **Use your marketing to change your messages so that they will cut through the noise.**
It is almost certain that up to 30% of your competitors will cease their advertising efforts, which will allow you to focus on confidence messaging to those searching for your services.
- **Think promotions.**
What can you offer (without financially crippling yourself) to make you a more enticing proposition to your prospective customers to stand out on ads. An offer is better than no offer.
- **Devise a Covid 19 / Corona Virus policy and add it to your website.**
This is to give a real boost to consumer confidence in using you to carry out their work. If you can show that you are a safe bet, you will certainly be awarded jobs over your competitors – even if you are more expensive.