



marketing IN THE  
COVID-19 CLIMATE

These are strange times we are in. For those of us who ran our businesses in the era of the 'GFC' there are some themes that feel eerily similar with fear and uncertainty plaguing the world.

As a business owner who not only survived the GFC, but flourished (as did our clients) we thought we'd put together a quick mini guide of things to think about now when it comes to marketing your business through this period.

We hope this helps to guide you through this time.

Stay safe,

Felicity and the Polished team.

marketing

# What can we learn from past eras where society was completely disrupted?

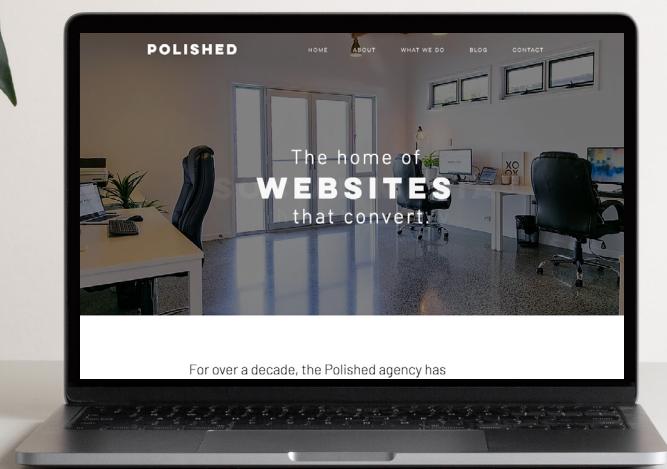
In the 1920's, "Post" was the industry leader in the ready-to-eat cereal category. During the Great Depression, Post cut back its advertising budget significantly while rival "Kellogg's" doubled its advertising spend, investing heavily in radio and introducing a new cereal called Rice Krispies, featuring "Snap," "Crackle" and "Pop." **Kellogg's profits grew by 30% and the company became the industry leader, a position it has maintained for decades.**

Source: Forbes.com

# 1. Keep going

First and foremost. Keep. On. Marketing. There's an old adage from the marketing industry that says 'when times are good you should advertise, when times are bad you MUST advertise'. It's a statement that couldn't be more true, when faced with difficult times, recessions etc one of the first areas many companies 'cut' is marketing and it is a huge mistake. When you look at the activities of the

top CEO's of the world's major brands, this is the time when they step it up. When they invest more time, money and resources because it's necessary to do so.



# There's a few reasons for this:

a.

There are going to be less fish in the pond. Companies acting 'reactively' and dropping back on their marketing leave room for switched on businesses to act and grow.

b.

We may actually see advertising costs decrease. This has happened in past times of economic uncertainty and especially in our current climate where scarcity drives up the price of digital marketing, if there is less people vying for that spot, keyword or audience we may see a decrease in advertising costs in general.

C.

This too shall pass, and the players that have been working hard to continue their messaging, building their profile and speaking to their demographic will be in the lead and leave you behind.

## 2. Address it

People know what's happening, they know times are hard and there's a whole lot of 'what's going to happen next'. It's not necessary (or a good idea) to pretend nothing is going on and go about as business as usual. Talk about what's happening in your business, what changes you are making within your company to continue as we all get used to our 'current/new normal'. If you believe there may be elements of your industry/service that people may be fearful of, address them. Be open, honest, truthful and most importantly human. That is what people want to connect with right now.

# 3. Create calm

Don't spread the fear. Be realistic, but spread calmness with your marketing. Show the way forward, get personal and show your team working from home on your social channels, continue to service your clients. Help them to build trust that everything will be ok and your business is one they can depend on during this period of uncertainty.

# 4. Review

Check through any prescheduled campaigns or content you've prepared to go public in the coming months to ensure there is nothing that though was likely fine months ago, could now be inflammatory or push buttons that shouldn't be pushed in the current climate.

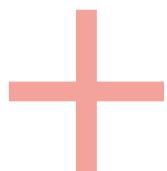
# 5. Pivot

Get out in and front and if there are services you will not be able to offer during certain periods (because circumstances currently prevent it) do not go to the level of removing from your website, but do add some information into your site so visitors know that it is currently unavailable or will be delivered in a different way.

# 6. Get creative

Now is the time to get creative with your digital marketing, try mediums you may not have tried for a while. Contact your database, do some targeted email marketing, upload your database into Facebook and run some communications directly them, try IGTV, increase your social stories, be more active on LinkedIn. Go for it!

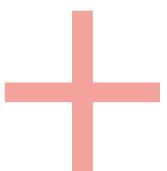
# the don'ts



Don't spread panic unnecessarily, yes you need to be realistic but there's enough doom and gloom out there, don't add more to it.



Don't overpromise, you may be understaffed in the coming weeks so don't take on more than you can handle. It can do lasting damage to your brand.



Don't disappear. Keep marketing, keep up your social media (this is more important than ever before). If you disappear from your clients mind it'll be harder to come back after the craziness is over.

# need help?

We're here to assist you throughout this period and beyond.

- + Social Media Management
- + Communications Strategy
- + Website Development
- + Graphic Design
- + Digital Advertising





Call 07 3158 9665

99 Riding Rd, Hawthorne

[www.polished.com.au](http://www.polished.com.au)

find us on social @polishedmarketingagency