

Looking Beyond the Crisis

Re-strategizing for after COVID-19



EVERGREEN
— MEDIA —

On This Call



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What We Will Be Covering

- Getting the Facts
- Acknowledging Change
- Defining Your Audience
- Adjusting Your Messaging
- Maintaining Market Share
- Preparing for a Strong Comeback



Separate Emotion from Facts

...

“Lead, follow, or get out of the way.”



Sources of Information

1 | Official

- CDC
- SBA
- SD Dept. of Health
- Whitehouse.gov

2 | Media

- National Sources
- Regional Sources
- Local Sources

3 | Emotion-Led

- Social Media
- Blog Posts
- One-on-One Conversations

Acknowledging Change

...

Embracing a New Pace



Re-defining Your Audience & Understanding Your Consumer ...



3 Types of Buyers/Clients

1 | Stop it All

Emotion based

2 | Wait & See

Emotion & logic

3 | Seize the Day


Logic & confidence

Critical Question:

How has (or will) COVID-19 change how your customers buy from you?



Be Proactive:



Joined ▾ ✓ Notifications ↗ Share ... More


About This Group

Description

Now more than ever, let's support our local businesses by utilizing their delivery, carry-out and online services.


OWNERS: Please post if you will be providing delivery, carry-out, your menu items if possible, and any other... See More




 **The Studio**
March 20 at 12:20 AM · 🌐

Just a preview of our remote training 🥰 now available for any and all! Join us, it's FUN and a BURNER 🔥 message us for deets! 🙌🥰


... See More



 **Seabeck Pizza**
March 19 at 8:50 PM · 🌐

Like Page ...

Need an idea for the kiddos at home? This Friday we will be offering build your own pizza kits. The kit includes one fresh pizza dough, cheese, sauce and 2 toppings of your choice for \$12.99 We will include directions and a coloring page. We would love to see all the pizzas made by kids and pictures on our seabeck pizza Facebook page.



Maintaining Your Market Share

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When times are good, you should advertise/communicate.
When times are bad, you must advertise/communicate



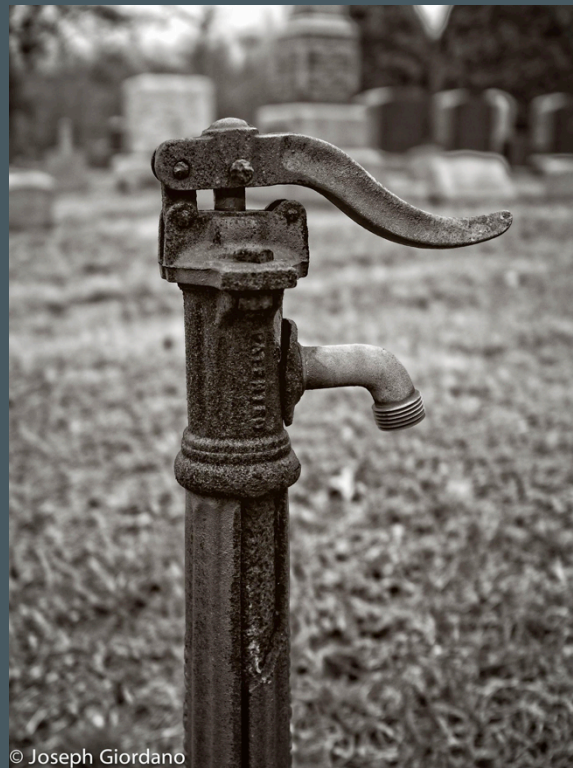
Critical Question:

**What is your strategy for being in business
6 months from now?**





VS



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Advertising/Communication Options

- Social Media / Digital SEM
- e-Newsletters
- Local Radio / Spotify / Pandora
- Local TV
- Digital Billboards

- Print / Direct Mail
- Traditional Billboards



Critical Question:

What determines a “good” result?



Critical Question:

What can you do now to stay on track and thrive after COVID-19?





Critical Questions:

How is your competition doing? What can you learn from them?



Questions?

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