

# Marketing Tips During COVID-19 Reopening



May 13, 2020

# Understand and Follow Required Guidelines

- Utilize credible sources:
  - <https://www.cdc.gov/coronavirus>
  - <https://www.vdh.virginia.gov/coronavirus/>
  - <https://www.governor.virginia.gov>
  - <https://www.virginia.gov/coronavirus/forward-virginia/#856438>

# Strategic Marketing Plan

- Develop your plan
- Implement your plan
- Maintain and **revise** your plan

# Develop Messaging for Various Audiences

- Employees/Volunteers/Family
- Customers
  - Use multiple channels
  - Reach out to customers
  - Adapt to customer behavior
- Vendors/Suppliers

# Communications to Consider

- **Social Media**

- Remember to update keep each social media outlet current
- Use all social media outlets including
- Facebook – Pin your current communication to the top of your page



- **Banner Ads** – Put a clickable graphic banner on your website and social media outlets



- **Keep Current** – Subscribe to state and local new alerts to stay on top of new guidelines

# Small Business Marketing Resources

- [Yelp relief program](#), eligible small businesses may use features free of charge through May 25, 2020:
  - [Call to Action](#)
  - [Business Highlights](#)
  - [Yelp Connect](#)
- [Google Ad Credits for Small to Medium Size Businesses](#)
  - Must have an existing Google ad account
  - Ad credit must be used by 31st Dec 2020

# Thank You!

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