

# GPHCC Experts On Managing Through The Coronavirus Crisis

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As Greater Philadelphia experiences social distancing, you might be asking yourself: Is this still a good time to move forward with your marketing campaign? Here are some of the key takeaways that can greatly help your business to stay relevant and on people's minds.

**Reconsider your current campaign.** Messaging is important during this time and ignoring the current conditions is not good branding for your business. Consider what is important to your customer currently: if you're in retail, do you have delivery services? What measures are you taking to ensure cleanliness? Did you change your hours as a result of the pandemic? Postpone promotions or campaigns that don't make sense at this time to another quarter if you've produced dedicated assets. Instead, find the right message for your target customer and make it clear with as much information as you can give about the current situation of your business based on government recommendations.

**Use your owned channels to get the word out.** Your customers already visit your website, your Facebook page and are hopefully subscribed to your newsletter. These three points of communication are vital to getting your message out. Use these as your first touchpoint and update communications often. When you're not providing a notification about your business, leverage a captive audience with time to read/surf by posting shareable, branding content about your business. What is branding content? The value proposition to your customers. Remind them why they looked you up in the first place and why they became customers.

**Think virtual and shift to online.** Reallocate budgets to online platforms and social media buys where possible to capture your customer during the down time that results as work-from-home measures are put in place. What can be done online vs an in-person visit? Can your workshop/conference become a webinar or podcast to be available on demand instead of canceling? Shifting to online is also going to help retail businesses, especially if you offer shipping or delivery.

**Most importantly, BE AUTHENTIC, not opportunistic, to create a positive brand association. Customers and prospects will remember how your business communicated with them during this time.**