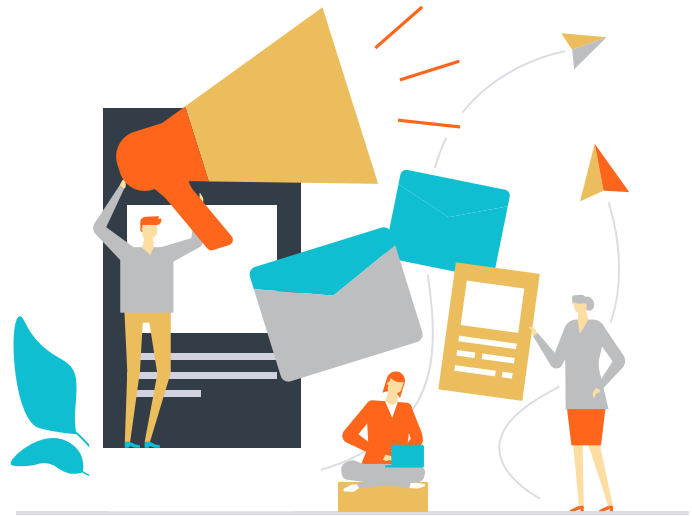




IDEAS FOR MARKETERS

During The Coronavirus Crisis



- Promote delivery options
- Revisit long-term strategies
- Clean up databases
- Explore Amazon and e-Commerce platforms
- Update internal digital systems
- Experiment with social media and streaming trends
- Build your audience
- Tune up social channels
- Redirect budgets from canceled conferences
- Get a certification
- Tune up your site's SEO strategy
- Test video marketing
- Revamp current video marketing
- Overhaul your brand
- Update your media relations outreach list
- Ramp up product promotion
- Explore new holidays for promotion
- Enhance your HR marketing
- Run a customer survey
- Research brand-friendly hashtags
- Reach out to prospects with helpful content
- Livestream webinars
- Build brand goodwill
- Develop new landing page promotions
- Show support to your community