



# How to build a marketing plan during COVID-19

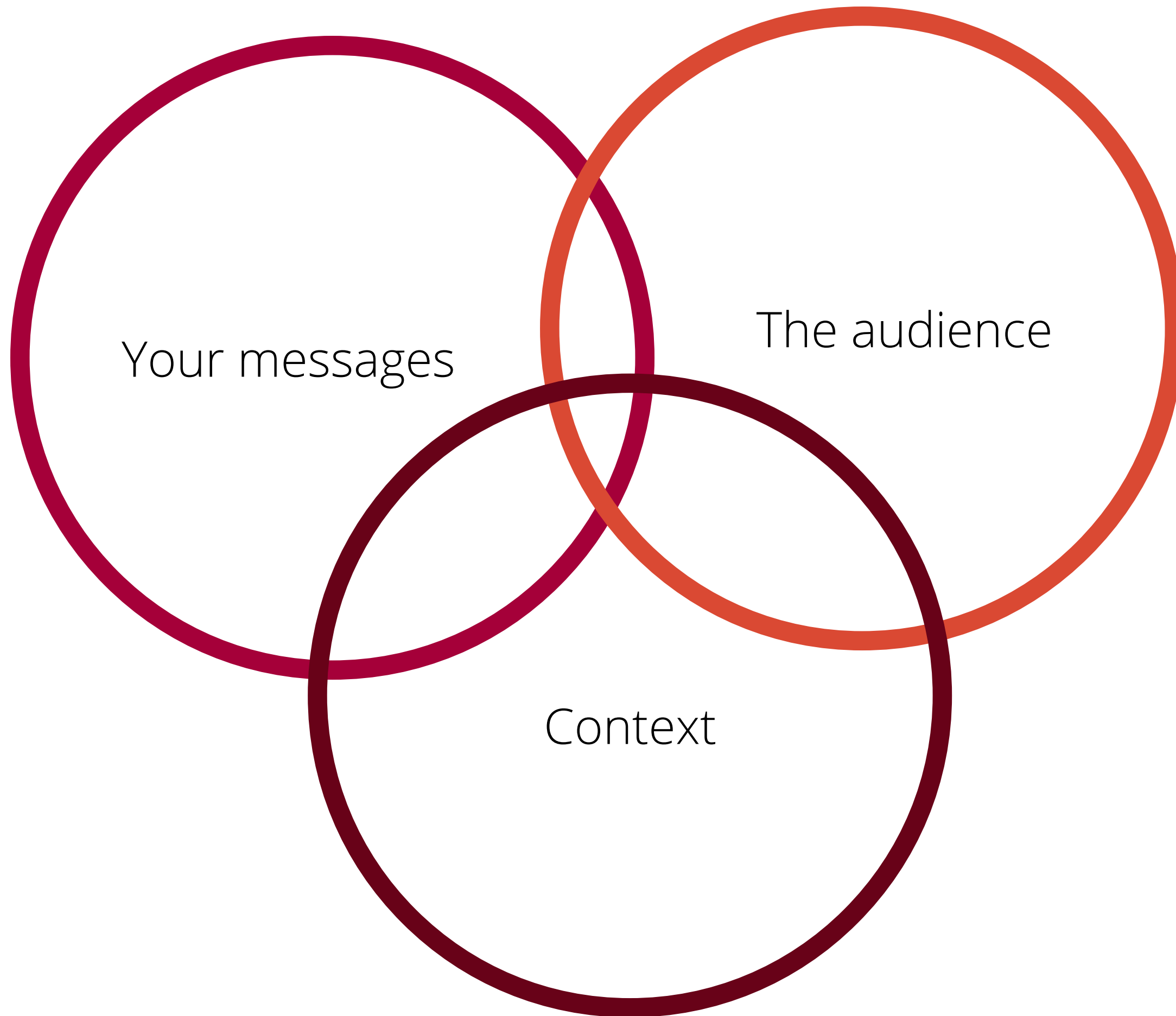
# What we're going to cover



1. Why a marketing strategy always starts with **your audience**
2. How to identify **business goals & strategy** and align marketing goals
3. How to build a **marketing strategy**
4. How to **measure** your marketing for effectiveness
5. Ideas for **marketing content** that consumers will welcome now and post-lockdown



# Know your audience



# What is a persona?



**"An audience or buyer persona is a semi-fictional representation of your ideal customer to help you understand, serve and market to them better."**

# Template buyer persona



	Name	
Demographics	Gender	
	Age	
	Ethnicity	
Professional background	Job	
	Background	
	Income	
	Education	
Home background	Family	
	Where they live	
What are they looking for?	Attitude to suppliers	
	How to win business	
Media habits	Favorite social channels	

# Template buyer persona



	Name	Small business Sally
Demographics	Gender	Woman
	Age	40s or 50s
	Ethnicity	Not relevant, but driven and has strong personal ethics and values
Professional background	Job	Owns a small business or is co-director. Has 3 employees
	Background	Probably in her second career after working in large corporate companies for 15+ years
	Income	\$100,000+ but operates her business as a pass-through LLC and does not take a reliable income
	Education	College educated to bachelor level, or further if works in technical sphere
Home background	Family	Married with a school-aged child
	Where they live	Lives in Golden/Lakewood/Wheat Ridge/Arvada in a house she owns with her partner
What are they looking for?	Attitude to suppliers	She knows what she wants but doesn't always realize what she needs. Looks for competence in suppliers and is no-nonsense
	How to win business	Key is that she doesn't have time to do the things she wants to get done and needs a trusted partner
Media habits	Favorite social channels	Uses Facebook for local networking and personal relationships. Uses LinkedIn for hiring and professional relationships



Any questions about buyer  
personas?





# Build your marketing plan

# Your marketing plan structure





**Identify your business  
goals and strategy**

# Your business goals



What do you want to achieve?

- Win more small business clients
- Retain and grow existing small business clients

# Your business goals & strategy



What do you want to achieve?

Win more small business clients

How are you going to achieve this goal?

I am going to win more clients by...

...Going after small businesses directly

...Using professional partners to refer business to me

# Aligning your marketing goals



## Business strategy element

Going after small businesses directly

## Marketing goal

Attract inbound leads through raising awareness of my company among local small businesses

Support sales outreach to clients with materials

Set the scene for sales outreach to clients

# Formulating your marketing strategy



How are you going to achieve your goal (in context)?

I am going to attract inbound leads from local small businesses by...

...Having a strong **online presence** for businesses who are searching online

...Engaging with **local business networks** and becoming known to their members

...Building up an audience of small business owners on **social media**

...Creating useful **content** that small business owners can find and share among themselves

# Deciding on your marketing tactics

(Keeping your audience and current context in mind)





# Key takeaways



- Remind yourself of your business goals and strategy
- Align marketing goals with business strategy
- Decide on your marketing strategy with your audience and the current context in mind
- Make sure your marketing tactics tick at least one box of your marketing strategy



Any questions about the  
structure of a marketing  
plan?



# Measure your marketing

# Choosing the right metrics



- Choose the metrics that matter to your marketing (and business) goals
- Establish a benchmark at the beginning
- Make your objectives S.M.A.R.T (Specific, Measurable, Achievable, Relevant, Time-sensitive)
- Make targets relative rather than absolute - you want to measure the trends
- Measure them regularly (monthly at least)

# Example objectives and metrics



**What I'm measuring:** Online presence

**Objective:** Grow organic traffic to the website by 30% between January and June

**What I'm measuring:** Social media engagement

**Objective:** Attract at least 5 new followers to my company page each month for six months

**What I'm measuring:** Content creation

**Objective:** Write and publish one blog per week for six months and attract at least 15 views per blog within the first week of publishing

# Key takeaways



- Only set metrics that will help you achieve your goals
- Don't be slave to the metrics – feel free to adjust them as you go, they might not be right first time
- See what results are standard for your industry
- Don't measure yourself too harshly against others
- Measuring is meant to help you not punish you

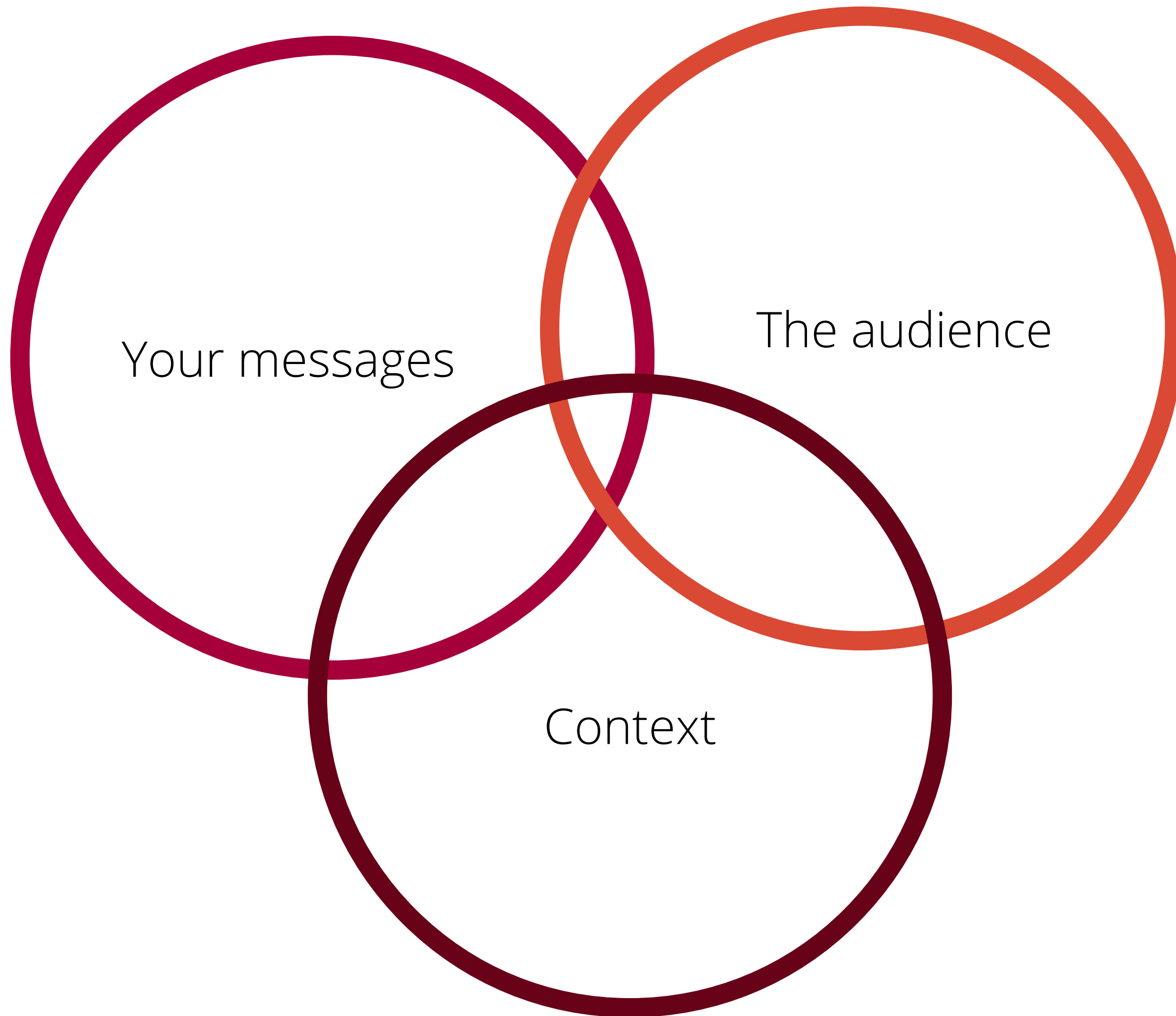


Any questions about  
measurement?



Create your marketing  
content





# What should your marketing say?



Be of service

# What works now?



- Supportive/helpful content that will improve their lives – that is relevant to your mission
- Inspirational messages
- Notifications of changes of operations
- Timely updates to new developments – if relevant to your mission
- Thank yous

# Good marketing

- how can you help?





**RECHACO**

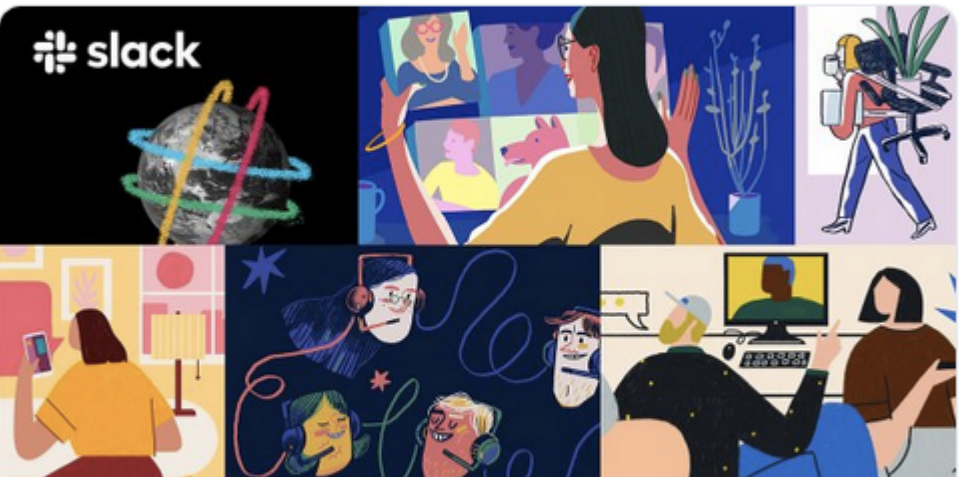
**Crisis Response.**  
**Pardon our pause while we help.**

In response to the COVID-19 pandemic at hand, Chaco is retrofitting our ReChaco factory operations to aid in the production of protective masks. Please pardon our delay as usual factory operations are temporarily paused to serve this need.

[READ OUR STATEMENT](#)

 **Slack**   
@SlackHQ

Thinking about how to make it work with your team working remotely right now? So are we. [slackhq.com/managing-remotely](https://slackhq.com/managing-remotely)



**Slack on Slack: Adapting the way we work when offices need t...**  
See how we use Slack at Slack to manage collaboration with global, local and remote teams.  
[slackhq.com](https://slackhq.com)

81 1:44 PM - Mar 4, 2020

36 people are talking about this

# Good marketing

- engage and inspire





# What will people want post-lockdown?



Life to return to  
normal

But it won't -  
we're going to be  
cautious about  
our health for a  
long time

So think long term  
about the  
changes to your  
business and  
marketing

# What will work post-lockdown?



- **Virtual events** will still be important
- Make your **online customer experience** seamless
- **Digital marketing** will be critical
- **Be creative** about promoting new products and services – how can you reach people in their homes without relying on footfall?
- **Check your customers** – are they still the same people, have your customer demographics changed?
- The **economy is fragile** and people's income still uncertain – **respect this**



“The takeaway for brands is to be helpful, relevant, informative, constructively distracting, or authentically compassionate.”





Thank you!

# Let's talk further

## CONTACT ME

Website

[www.crabapplecomms.com](http://www.crabapplecomms.com)

Phone

+1 719 427 9490

Email

[georgina@crabapplecomms.com](mailto:georgina@crabapplecomms.com)



CRABAPPLE  
communications