



Top 4 Marketing Messaging Considerations During COVID-19

what it is

Marketing messaging during a crisis requires tact. Attention to tone and frequency are just as imperative. Don't put your brand at risk during these challenging times. Rather, use this time as an opportunity to build trust and elevate your brand through nuanced messaging.

how to do it ▾

Assess your messaging against the following:

1 Tone

Be human and helpful. Ask for customer feedback. Use customer needs and concerns to guide empathetic messaging, now more than ever.



2 Frequency

Don't inundate customers on digital channels, such as email and social media.

As for social media, check **analytics** frequently to determine if your core customers' habits have changed.

Be cognizant of visual messaging too. Check **imagery** to determine relevance and appropriateness. Paid social campaigns deserve a quick look-see too.

Regarding marketing automation, remember your email drip campaigns. Check in to gauge the relevance of **messages** set up to auto-broadcast, then edit or pause if necessary. Do you have any blogs scheduled to post in the near future? Is messaging still relevant in today's environment?

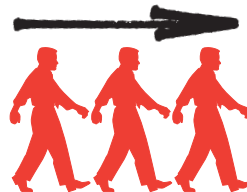
3 Adjust

After taking the pulse of your customer and re-engineering your messaging, brainstorm helpful content. Consider adjusting your focus to client retention and customer education rather than a sales-oriented strategy. Edit and update content strategy as needed.



4 Align

Make sure messaging is consistent and fluid throughout the organization, and that marketing, sales and customer service are in alignment and adhering to the same communication strategy.



Care to chat further about the messaging in your digital marketing strategy?

Savage Brands' marketing practice helps businesses attract and engage customers through integrative digital marketing strategies.

Contact us to learn how we've helped businesses succeed.

713.522.1555
info@savagebrands.com

Savage Brands

4203 Yoakum Blvd., Fourth Floor
Houston, TX 77006



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