

HOW TO MARKET DURING A CRISIS

Any crisis will impact the way we market and communicate or not communicate, as the case may be. Our 8-point checklist will help guide you to creating sensitive and thoughtful marketing communication.

1

Pause insensitive campaigns

Contests and aggressive sales campaigns are not appropriate during a crisis.

2

Be understanding

Understand that some of your clients might want to pause projects until the crisis is over.

3

Keep in regular contact with your clients

They are already feeling isolated and are therefore wanting and expecting to hear from you.

4

Never exploit a crisis situation

Under no circumstances should you hike prices of goods or services that are in high demand. That is very distasteful and will do your brand irreversible damage.

5

Stay away from inappropriate humour

Memes and GIFs that make too light of a serious situation should be avoided as they will be deemed offensive.

6

Consider steps to help your clients.

- *Offer discounts or even free services or products
- *Agree to suitable trade exchanges
- *Post relevant information to help your audience navigate through the crisis

7

Invest in ecommerce

If delivery is possible, this is a great way to still provide your customers with the products they require.

8

Be reassuring and show that you care.

- *Offer practical help where you can
- *Let your clients know how you as a business are responding to the crisis

