

Crisis Marketing

Action Items for Now and after the COVID-19 Pandemic

Presented By Amplified Digital
In Partnership with the Lee Montana Newspapers



Independent Record MONTANA STANDARD  BILLINGS GAZETTE Missoulian



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 **AMPLIFIED** digital — IN — PARTNERSHIP — WITH — **Independent Record**

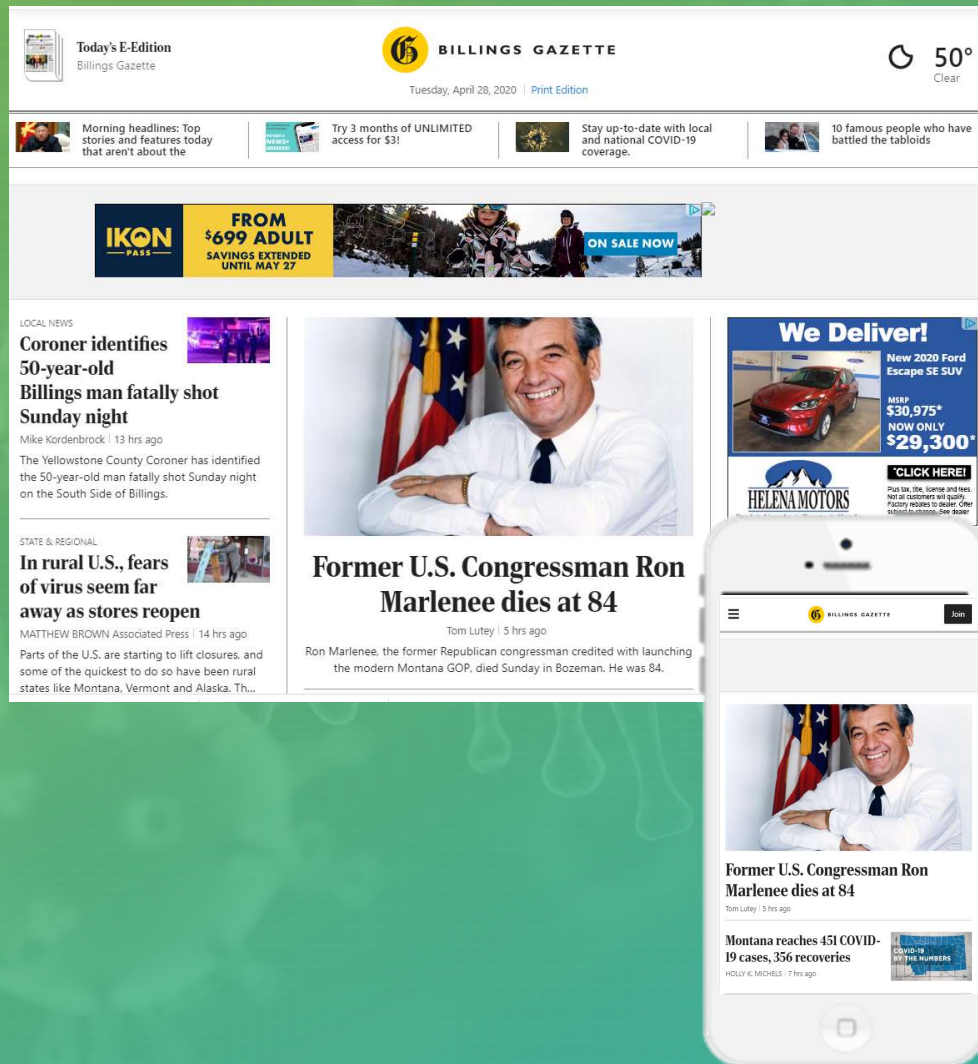
WELCOME & THANK YOU FOR YOUR TIME!

At Amplified Digital, our #1 goal is your business' success, which can mean something different as we navigate these challenging times together. We know that with recent news of the COVID-19 Pandemic, businesses like yours are experiencing unexpected changes and severe challenges, and we're committed to providing as much support as possible to help your company succeed through this crisis.

This Presentation will cover the following topics:

- How media consumption is changing
- Understanding the psychology of a crisis and how this will shape your messaging
- Where do I begin? Position, Communication, Act
 - Developing a communication plan
 - Stay CONNECTED
 - Update your business listings
 - Using video





Media consumption is quickly changing.

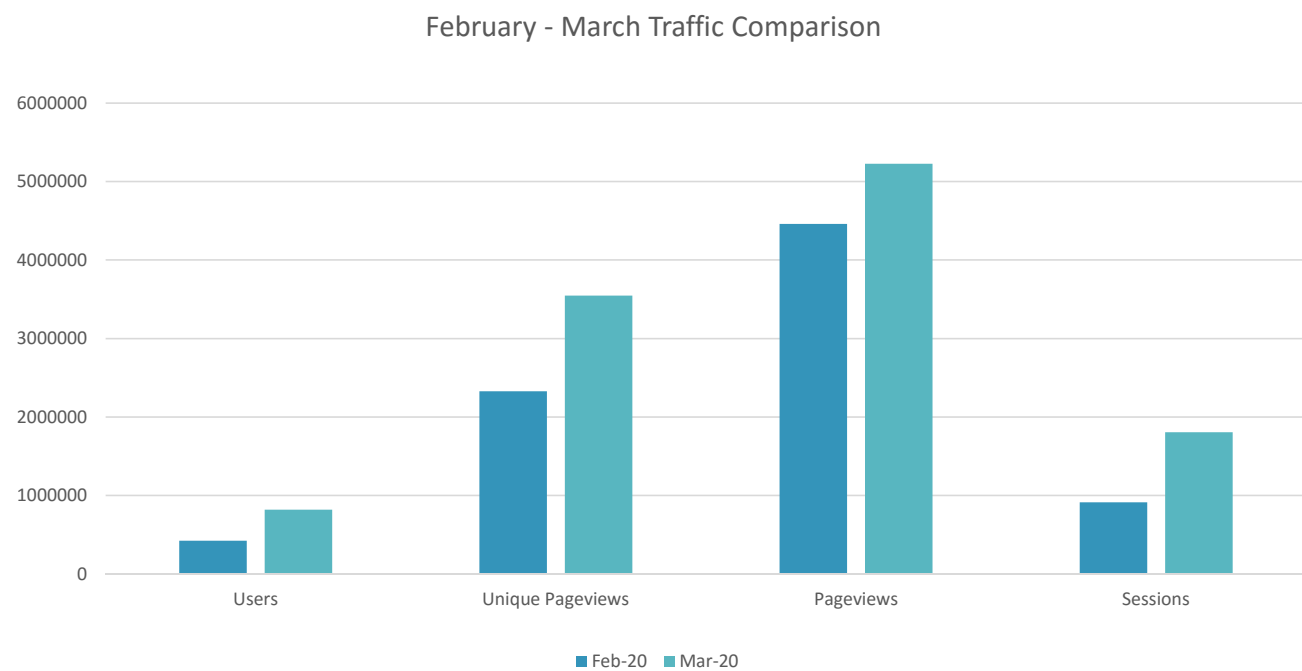
Local media is educating community members every hour and is seeing a surge in users. This partnership is key to getting much needed reach.

 **AMPLIFIED**
digital

— IN —
PARTNERSHIP
— WITH —

 **BILLINGS GAZETTE**

COVID-19 BECOMES A LOCAL STORY:



Source: Google Analytics – HelenaIR.com

The pandemic has made us more reliant on the internet to seek information, be entertained and stay connected.

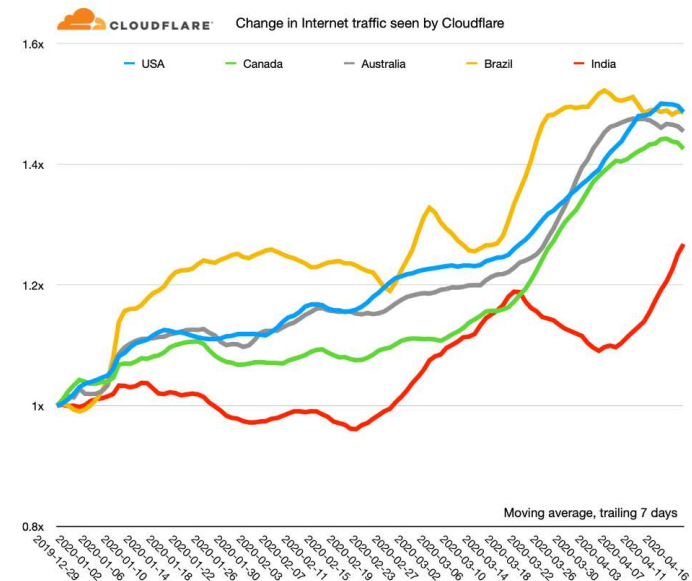


“The usage growth from COVID-19 is unprecedented across the industry, and we are experiencing new records in usage almost every day.”



NETFLIX

Internet traffic is exploding in 2020



THE CERC RHYTHM

Acting Trustworthy

- Share information early
- Acknowledge the concerns of others
- Under promise and over deliver
- Select a spokesperson who is never condescending
- Engage third-party validators and advocates



CERC in Action

- Allow people the right to feel fear
- Don't over-reassure
- Acknowledge uncertainty
- Give people meaningful things to do
- When the news is good, state continued concerns before stating reassuring updates

Engage Community • Empower Decision-Making • Evaluate

Preparation

- Draft and test messages
- Develop partnerships
- Create plans
- Determine approval process

Initial

- Express empathy
- Explain risks
- Promote action
- Describe response efforts

Maintenance

- Explain ongoing risks
- Segment audiences
- Provide background information
- Address rumors

Resolution

- Motivate vigilance
- Discuss lessons learned
- Revise plan

UNDERSTANDING THE PSYCHOLOGY OF A CRISIS

AND HOW IT WILL SHAPE YOUR MESSAGING

Ford Motor Company

"Thursday morning of last week it became clear we were at a tipping point where we expected typical messaging in the marketplace isn't going to work the same way," says Matt VanDyke, Director of U.S. Marketing for Ford Motor Company. "It is important to be reassuring right now and not trying to say to people 'Rush into your car dealership for a sales event.'"

MESSAGING SHOULD HAVE:

- Empathy
- Expertise
- Problem Solving

TIP:

**PICK UP THE PHONE TO CONNECT
WITH CUSTOMERS**

RESOURCES:

[AdAge Article](#)
[CDC Training](#)
[AdWeek Article](#)

THEN

**MARKETING
MESSAGING**



NOW

**COMMUNITY
FOCUSED
COMMUNICATION**

SHIFTING FOCUS: YOUR COMMUNICATION STRATEGY

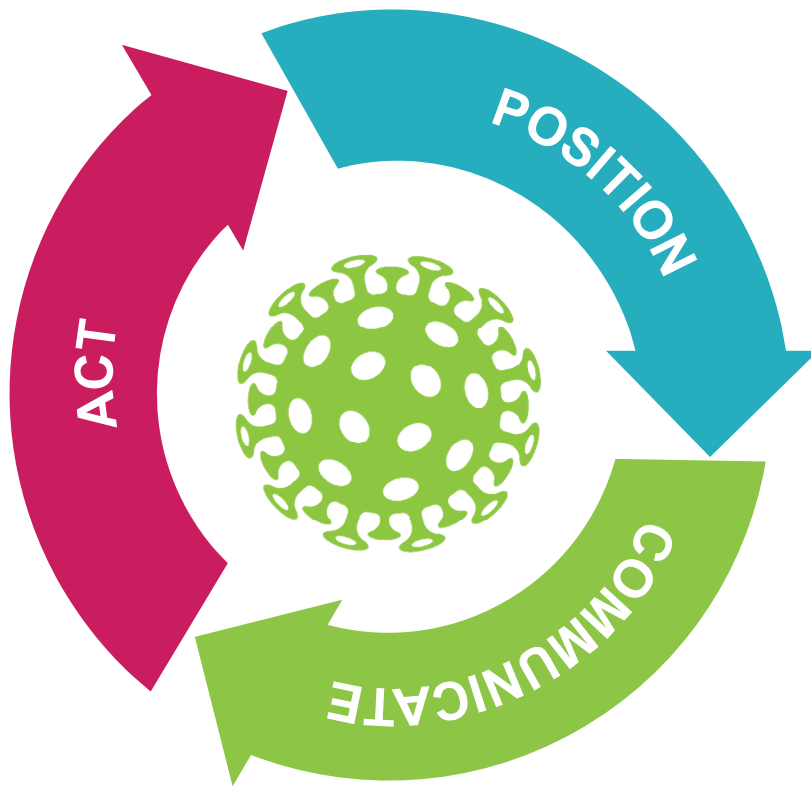


Social distancing doesn't mean you have to completely distance yourself from your employees, clients and customers.

Now is the time to shift your marketing messages away from transactional based messaging to ways in which you can be there for your customers, and they you!

It's important to recognize that this pandemic has a lifespan that should be measured in months and not "forever" as some may suggest.

COMMUNICATION STRATEGY



POSITION

Develop a communication position and plan – both internal and external - and continue to update it frequently as events change.

COMMUNICATE

The way you communicate, and the methods used to reach your audiences are vital.

ACT

Stay connected with your clients, customers and staff.

POSITIVE MESSAGE EXAMPLES

Shout out to everyone who is trying right now.

Trying to do the right thing, trying to stay open. Trying to hold on. Trying to let go. Trying to find their flow. Trying to stay afloat. Trying to meet each day. Trying to find their balance. Trying to love themselves. Trying new things and new ways.

I see you. I'm there too. We're in this together.

-Unknown Author



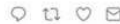
together we can



Schnucks
18 hrs · 🌟

We will come back stronger than ever. THANK YOU to our amazing employees! ❤️ #WeAreAllInThisTogether

Considering the craziness going on right now, your employees were wonderful. I saw cleaning taking place, stockers helping customers, checkers laughing with customers and smiles on their faces. You've got a great crew here!



I know this. When this ends—AND IT WILL—every game will sell out, every restaurant will have a 2-hour wait, every kid will be glad to be in school, everyone will love their job, the stock market will skyrocket, every other house will get TP'd, and we'll all embrace and shake hands. That's gonna be a pretty good day.

Hang in there, World.

THANK YOU to grocery store clerks
THANK YOU to truck drivers
THANK YOU to medical professionals
THANK YOU to restaurant workers
THANK YOU to generous neighbors
THANK YOU to warehouse workers
THANK YOU to farmers
THANK YOU to janitors, garbagemen, and other sanitation workers

Without them, the shelves would stay empty



THANK YOU TRUCK DRIVERS ❤️

*Tip: **Canva.com** offers free tools to help design social graphics that look great. They have a mobile app you can use too!*

COMMUNICATION STRATEGY



DO

- Work with other **local businesses**.
- Create **survival or care kits**.
- Develop **partnerships**, especially if you're able to offer items from a business who has to close its doors during this time.

Increase Communication on Social Media.

- Disregard best practices on social post minimums and maximums – (Yes, you are reading that correctly!)
- Set-Up Auto Responses on Facebook Messenger and Instagram Direct Messages.
- Add Facebook chat/messenger to your website to help your customer service.

DO

Update **business hours** as they change. For this, make sure you're updating the following:

- Google My Business
- Facebook
- Website

Utilize live video resources to **stay connected** with your customers. Have fun with this if the subject matter allows. **Your community needs a smile.**

- Instagram & Facebook Live
- Pre-Recorded Videos of your staff taking appropriate measures
- Snapchat

COMMUNICATION STRATEGY

DON'T

Offer advice or guidance on subjects that are outside of your company's expertise.

Instead, **share trusted local and national sources**. The more sources shared, the more likely your customers will be to act.

Show **how your business is complying** with local guidelines for keeping the community healthy.

Get creative on ways you can expand your business offerings to help the community.



Urban Chestnut Brewing Company

17 mins · 🌟

We are still here & bringing it curbside, St. Louis! URB Pizza, UCBC Smash Burgers, & more available on the food menu combined with some great discounts on packaged beer.

Today's special is Chef Steven's Fried Chicken served w/ dirty rice (chorizo & sausage), and charred asparagus. Get a 4-piece for \$15 OR pair it with the UCBC 4pk of your choice for \$20. You can also make your Fried Chicken order family-sized with the UCBC 4pk of your choice for \$40.

Urban Chestnut, it's what's for dinner. urbanchesnut.com/orderucbc



Streets of St Charles — at Picasso's Coffee House (1650

Beale St., Suite 155, St. Charles, MO).

Just now · St. Charles · 📍

We all need some coffee!!



Picasso's Coffee House is in St. Charles, Missouri.

Yesterday at 11:53 AM · 🌟

👍 Like Page

Curbside Delivery?! YES PLEASE! 🍷

Just call up to your preferred location and let them know what you'd like, what car you'll be driving and we'll handle the rest.

Open until 5pm today! @ St. Charles, Missouri

COMMUNICATION STRATEGY



DON'T

Go **dark in the digital world**, even if you close your business for now.

Instead, continue to **communicate** with your customers and potential customers.

Use this time **to re-develop your business plan** and strategy.

Highlight key things your employees are doing or focusing on in the community.

Remain involved and continue to **support other local businesses**, your customers will remember this in the end and come back tenfold.



To all of our loyal guests and communities, It is with much deliberation and heavy hearts that we announce the temporary closing of all Llywelyn's Pubs in the St. Louis metro area EXCEPT our Webster Groves location until further notice. We will open for service at our Webster Groves location only on Fridays and Saturdays starting March 27th 2020. We have tried to sustain business through our carryout and curbside measures, and while we are overly appreciative of the response ... [See More](#)



Best Buy is making its pick-up, return, and exchange services "contactless" in response to the outbreak.



GIZMODO.COM

Best Buy Shifts Services Curbside, Suspends Home Installations and Repairs



36

1 Comment 7 Shares



QUICK REVIEW

COMMUNICATION METHODS



INTERNAL

**YOUR EMPLOYEES SHOULD HEAR
YOUR PLANS FROM YOU ON ALL
CATEGORIES BEFORE HEARING
ELSEWHERE.**

INTERNAL EMAIL

INTERNAL TEXT MESSAGING

COMPANY VIRUTAL MEETINGS

PUBLIC

**ONCE YOUR EMPLOYEES ARE
ALIGNED, SHARE PUBLICLY**

**LIST ON YOUR WEBSITE
PAGE/BANNER/BLOG POST
PROMINENTLY**

GOOGLE MY BUSINESS

**EMAIL NEWSLETTER / LOCAL
NEWSPAPER OR DIGITAL ADS**

SHARE SOCIALLY – GO LIVE!

COMMUNITY

**SHARE PUBLICLY, TAG PARTNERS
& THOSE WORKING W/ YOU**

**LIST ON YOUR WEBSITE AS
A BLOG POST**

**EMAIL NEWSLETTER / LOCAL
NEWSPAPER OR DIGITAL ADS**

SOCIAL MEDIA – GO LIVE!



ADDITIONAL RESOURCES

ADDITIONAL RESOURCES



Facebook:

FB business page:

[Getting Started With Facebook Business](#)

FB business resource Hub:

[Facebook Resource](#)

Google:

Google my business updates:

[Update Google my Business](#)

Response Toolkit:

[US Chamber Response Tool-kit](#)

**US Small Business Administration:
Small business guide and loan resource**

[US Small Business Guide](#)

[COVID-19 Tool-Kit](#)



We're Here to HELP,

*We are
stronger
together*

And we WILL get through this!



Local businesses are the heartbeat of our communities.

That is why we are excited to announce our Local Grant Program. This program is designed to help our local business community double the impact of their marketing through a matching grant,

HELENA REGION (Helena/Great Falls)

<https://helenair.com/pages/local-marketing-grant.html>

BUTTE REGION (Butte/Bozeman/Dillon)

<https://mtstandard.com/pages/local-marketing-grant.html>

MISSOULA REGION (Missoula/Kalispell/Hamilton)

<https://missoulain.com/pages/local-marketing-grant.html>

BILLINGS REGION (Eastern Montana east of Livingston)

<https://billingsgazette.com/pages/local-marketing-grant.html>

THANK YOU!



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For a free communication
consultation
[Visit Here](#)



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