

# OPEN IN EMERGENCY



## UNPACKING YOUR BUSINESS MARKETING SURVIVAL KIT

This is a follow up to a blog post I did on April 2nd titled “A Marketing Survival Kit and Pep Talk for a Pandemic Economy.” My hope is that this visual eases some of the freakout for businesses & nonprofits out there. It’s very hard to think clearly while the ship is sinking, so I hope this helps your decision making in some way.

To survive this storm, you’ll need SOME kind of survival kit which includes a plan to either refine your brand while your doors are closed, compel customers to buy now, or be ready to compel them when this thing passes. In any of those scenarios, you **MUST** find new ways to tell your story, starting now. You’ll want to start by seeking out four critical elements to your brand’s survival....

### A CONTENT PARTNER IS YOUR SHELTER

If you have the means to hire a content studio specialist, or whatever you want to call someone like me (Creative specialist, strategist, designer, marketing director), get that someone to quarterback all the essentials of your story ecosystem (right) for at least a few hours each week for you so you can rest easy. It’ll cost you something, but it’ll cost you more to attempt this yourself.



### BRAND STRATEGY IS WATER

Your content partner needs to do a Brand Discovery interview with you (which you need to make time for), and propose an updated brand direction with all things aligned. This will impact ALL media branding decisions and act as your North Star. Without strategy, you’re content is aimless.



### CONTENT IS FIRE

FACT: even before the outbreak began, winning at business in the 21st century meant your brand either needed to form a media division, partner with a content studio, or be left behind. Stakes are even higher now, so do this right by putting your brand story in action.



### EMPLOYEES COOK THE FOOD

If you’re able to hold on to your people but they need something to do during the downturn, put them to work cooking up content. Your content studio partner can coach the employees (directly) in gathering + creating their own video, gathering stories, interviews, etc. to achieve your brand goals.



Multitasking storytelling (content) activities led by your content partner:

## SOCIAL MEDIA

**Why it’s essential:** social often acts as your brand’s “voice,” first impression, and is easily engaged with.

**Skills needed to do this right:** communication savvy, brand instincts, graphic design, photo editing.

**Tools needed:**

- The 5 major social media platforms
- Design/photo software

**Activity:**

- Curating content from staff
- Posting once per week
- Engage with other accounts
- Analytics reporting once/month

## BLOG

**Why it’s essential:** for starters, this kind of story-driven content is highly sought after by the Googlebots.

**Skills needed to do this right:** great communication, writing, and brand instincts.

**Tools needed:**

- Website blog platform
- Images
- Brand stories worth telling

**Activity:**

- Gathering & curating story content
- Posting once per month

## EMAIL MARKETING

**Why it’s essential:** studies show it’s the #1 way to get in front of customers.

**Skills needed to do this right:** great communications and brand instincts.

**Tools needed:**

- Email platform like Mailchimp
- Story content

**Activity:**

- Send monthly or bi-monthly
- Analytics reporting

## WEBSITE

**Why it’s essential:** it’s your online storefront and hub of business. It has to be secure, functional, and beautiful.

**Skills needed to do this right:** great communications, writing, brand instincts, graphic design, photo editing, coding?

**Tools needed:**

- Website platform
- Content
- Design/photo software

**Activity:**

- Assessment of current site condition
- Curate story content
- Analytics reporting

