



# COMMUNICATING DURING THE COVID-19 PANDEMIC:

## 5 MARKETING MESSAGES YOUR CUSTOMERS NEED TO HEAR RIGHT NOW

Navigating a new marketing world can feel daunting, but here's what we know:

- People are longing for connection.
- There are people who need or want what you have to offer.
- This is a point in time. There will be a post-pandemic world, and you want to ensure you and your business are ready to face it, head on.

Maybe you haven't been communicating as much as you'd like, or at all, because you aren't sure what to say. Here are five categories of content you can consider, along with some prompts you can use on social media, emails to your list, notes to clients and customers, or any marketing pieces you plan to create during this time.



### I SEE YOU

One of our basic human desires is to feel seen and to feel like someone understands what we are going through. So many people have been thrust into new roles, and are living their lives much differently than they were months ago. On top of that, they are making these changes largely in isolation. Help your audience feel seen and heard.

#### Prompts:

- Use phrases like: "I see you" and "I get it."
- Use language that shows you understand what they are going through at this time. This will look differently based on your audience. Example: I see you finding 192 snacks a day to keep your little one satisfied; I know what it's like to wake up an hour earlier, just to have a few minutes of peace.



### WE'RE IN THIS TOGETHER

Though we have to be responsible by social distancing from others, isn't it nice to know we are all in this together? Your product, service or knowledge may help others feel connected, The simple act of communicating with your audience provides a sense of connection directly to you.

#### Prompts:

- Use phrases like: "You're not alone" and "We've got this!"
- The word "we" automatically creates a connection between you and the person reading or listening to your content.
- Use language that builds a connection: Together, we can tackle your questions about fitness; You don't have to navigate the world of working from home alone!





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### HERE'S HOW I CAN SERVE YOU

For many, trying to create direct sales during this time of uncertainty can feel uncomfortable. I'm right there with you. However, maintaining the connection you have built with your audience, and building new connections, doesn't have to be strictly about sales. Think of something you can give to your audience that would serve them, while building that connection to your product or service.

#### Prompts:

- Use phrases like: "I created this resource for you" and "My hope is to provide value."
- Think about ways you can provide information or activities related to your product or service that individuals and families can enjoy from home. If you're a restaurant, is there a recipe for a crowd pleasing menu item you don't mind to share? If you are a professional organizer, can you provide tips on organizing your home while your audience has extra time to spend there?



### HOW CAN I SERVE YOU?

Not quite sure what you can do or provide to support your audience during this time? Just ask! An email or social media post that asks, very directly, how you can help make the lives of your audience members better might be just what you need. Even if you don't receive many responses, your audience will still know that you are there for them.

#### Prompts:

- Use phrases like: "How can I help?" and "What is something that has been difficult for you during this transition?"
- Be sure to follow up with all feedback, even if you don't intend to create a resource to address the ability to serve that need on a larger scale.



### BRIGHTER DAYS ARE AHEAD

In a few months, our lives will look much different than they do right now. We will, hopefully, regain the ability to travel, host and attend events and head back to a more normal business schedule. Be a light, and share positivity in a world that needs it.

#### Prompts:

- Use phrases like: "I can't wait until we can celebrate in person!" and "I know we're all excited to start spending time together again."
- Share the positive things happening in your life, in your business, and in the lives of your clients and customers. We can all use a positive story to cheer for each day!





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### STRIKE A BALANCE

Don't feel like every post or email has to directly reference the COVID-19 pandemic, or that you can't continue to talk about your product or service outside of these areas. You can provide a sense of connection to your audience using the prompts above without directly mentioning the virus in your posts. The same phrasing and terminology can be used beyond the pandemic to provide support. Avoiding the topic can come across as tone deaf to your audience. Find the balance that works best for you.





# COMMUNICATING DURING THE COVID-19 PANDEMIC: PRINTABLE COMMUNICATION PLAN



Now that you have some ideas on what you can say, it's time to actually say it! Map out your communication efforts below. Remember that you can communicate your message across many different mediums: social media, email, podcasts, radio, television, video and more.

DAY	KEY MESSAGE A few words to describe what you hope to convey	CONTENT More detail and a place to jot down ideas	MEDIUMS TO USE How will you share the message?
MONDAY			
TUESDAY			
WEDNESDAY			
THURSDAY			
FRIDAY			
SATURDAY			
SUNDAY			