

TOP 10 MARKETING IDEAS AND WAYS TO KEEP YOUR BUSINESS ALIVE DURING THE COVID-19 QUARANTINE

Business and organizations are experiencing a slew of unprecedented challenges due to the COVID-19 virus, but what are some of the opportunities you can claim amongst the chaos and uncertainty?

There are many ways that you can promote and maintain your business or organization during this time, and many of them might be things you were already doing, so let's explore a few of them, together!



Offer curbside pick-up or free delivery within a declared radius of your location.

Promote this on your social media channels, on your website, on your Google My Business Page, and with your signage!



Host your event virtually, make a live stream instead!

Peppershock Media can help you through Zoom, we are pro-users and are already supporting our clients with this technology! Don't cancel that event, take it online!



Promote the purchase of Gift Certificates deals and provide a link.

For example: "Buy a \$50 Gift certificate and receive a free <insert offer here>." The easier and more enticing you make it to purchase gift cards, the more likely people will be to take you up on the offer!



Pre-sell merchandise for your upcoming postponed event.

Send out an email, offer up free shipping with purchases more than \$50. Make it make financial sense to buy now, instead of later.



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Host one-on-one online retail shopping experiences.

Through FaceTime, Facebook Messenger, Google Duo, or any other video chat platform of choice. Then ship them the items they want to purchase from you! Use online payment services such as Venmo, Zelle, PayPal or whatever your credit card processing of choice.



Find creative partnerships with other online retailers or social media influencers!

Strike up an online conversation with influencers who can help you promote your brand and get it in front of their audiences. (Like me, Rhea Allen)



Do online BOGO sales!

Buy One Get One Free! Again, this is about making it make sense for people to buy now, instead of later (or not at all).



Double down on your Facebook and Google AdWords media buys.

Or start an online ad campaign! Drew Allen from Peppershock can help you with this as a service!



Find positive things to do with your time!

Write blog posts, white papers, eBooks, get caught up on your social media posts and create content for the next month! Review your marketing strategy and look at where you will need to adapt your plan, find ways to leverage your dollars and remember marketing is your first line of defense when your business is facing a difficult time. Do not let this virus win and do not let your business close. Marketing is crucial to keep us all thriving and surviving!



Pick up the phone and call your best clients.

Thank them for their business and loyalty, and ask if there is anything you can do for them during this unprecedented time. How can you help them, “without risking anyone’s health of course,” but can you send them something, can you send their family members something, a gift card, a care package, an inspirational message? How can you help them with whatever your services or products are? Stay top of mind, and a part of your customer’s lives in useful and genuine ways.

Thank you,

Rhea Allen
CEO & Co-President
Peppershock Media

P.S.

If you want to ideate with me on how you can keep your marketing effective during this COVID-19 disaster, please schedule a 60-minute consulting session with me to discuss it! I am happy to help my fellow business owners brainstorm all the ways that we can continue to build their brands and keep their bottom-lines intact.

www.peppershock.com/book-rhea



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