

# CORONA CRISIS PLAYBOOK

# Marketing



In this guide we've outlined best practices for how to market your business during these uncertain times. There are times to play defense and times to play offense, and you'll need to be prepared to market to your customers in both scenarios, depending on market dynamics. Not all messages and marketing mediums are created equal, so it's important, in this highly sensitive time, to strike the right tone in your messaging and to utilize mediums that provide a measurable, short term ROI, so you generate and conserve your capital through the challenging times.

**Disclosure:** This document is provided for information purposes only and is not intended as legal, tax, medical or any other professional advice. The document is provided "as is" and without any representations and warranties of any kind. Businesses should consult with their own legal and other professional advisors to determine their legal obligations in response to the Covid-19 crisis. Bottom line, we're passing on what we have learned, in an attempt to help you, but you need to listen to your advisors because we don't have all the information relevant to your business.

## 1 Pivot Your MARKETING STRATEGY & INVESTMENT

### Measurable marketing

In a time of crisis, demand decreases, so it is more important than ever to only invest in marketing strategies that give you an immediate ROI. Delay long-term brand-building campaigns, and invest in strategies that target in-market consumers that have a high probability of doing business with you now. Choose channels that allow you to target and measure each campaign.

### Drive online sales

Direct investments toward marketing tactics that drive online sales. Shift budgets to promoting at-home and delivery-based options

### Audit your creative for the new reality

Ensure that all of the creative elements — tone, copy, visuals, keywords, placements — are appropriate and relevant to the current environment. Feature the most relevant products or campaigns and consider ways your brand can be helpful in this moment of need.

### Serve first, sell second

Protect & serve your employees, customers, and community by promoting and providing your business's Corona Care Guide for Families. This is not only a brand-building opportunity, it is a bond-building opportunity with those you serve.

## 2 Communicating with YOUR CUSTOMERS

### Communicate how you are protecting your customers

Communicate with your customers the status of your operations, what protective measures you've implemented, and how they will be protected when they visit your business. They may have concerns about exposure.

### We are open for business

Many consumers have been left wondering what businesses are open, and what business are closed. Consider launching a "We are Open" business strategy so consumers know you are open and ready for business. In this strategy, you can effectively communicate with your customers using an omni-channel approach to service their needs.

### Inform customers about incentive programs

Educate your customers on all the programs that could help them save money on their vehicle during this difficult time. Manufacturers are offering unprecedented programs and incentives. Create and implement a campaign that targets in-market customers to promote the new programs and incentives, so you are prepared before your competition enters the market.

### Watch your tone

It is critically important to maintain the appropriate tone in all marketing messages, to avoid anything that could give consumers the wrong impression of your business during this sensitive time.

### No-contact service

If possible, implement a no-contact experience from start to finish. This could include pick up, delivery, virtual showrooms, and electronic forms of payment.



## Target IN-MARKET CUSTOMERS

Recessions decrease demand, so it's more important to target in-market customers than ever.

**3 channels that enable targeting, measurability & immediate ROI are:**

1. Search
2. Targeted pre-roll & video ads
3. Direct mail

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## 3 Video & COMMERCIALS

### The power of video

Consumers like video because it's easy to digest, entertaining and engaging, and marketers like it because it can give a potentially huge return on investment (ROI) through many channels. Video is also very accessible to anyone with internet access, both to watch and to produce.

### Public service announcement

Consider running an ad or asking your local TV rep if they would run a PSA to educate your community on ways to protect their families. Share the [Corona Care Guide for Families](#) as well as inspiring messages that bring everyone together. You can also run these videos on your YouTube channel, social media pages, & website. [Here is an example of a video](#) of what one association created to help communicate to their customers during this crisis.

## 4 Digital RETAILING SOLUTIONS

### Offer an online buying process

While your physical brick and mortar may be closed at this time, to best support your customers while practicing social distancing, take this time to utilize the online buying process. Consider offering consumers the ability to do everything online and to have products or services sent directly to their home. Set up technology, people and processes to ensure a fluid pick-up and delivery experience for customers.

## 5 Marketing ACTION PLAN

### Action

### Who

### When

Schedule an all-hands meeting to review & distribute the [Corona Care Guide for Businesses](#) with your employees

Share [Corona Care Guide for Families](#) with all your employees, customers, vendors, partners, and community

Distribute [Corona Care Guide for Families](#) via email, text, website, social media, and other direct channels

Shift budgets to promoting at-home and delivery-based options

Evaluate marketing investments per campaign

Audit creative to ensure relevance to the current environment

Communicate with your customers the status of your operations via email

After serving, educate your community about factory incentives (to potentially save them money)

Launch a “We are Open Business” Strategy

Maintain the appropriate tone in your messaging

Explore a no-contact solution for your business

Consider a PSA to educate your community on prevention

Set up technology, people and processes to ensure a fluid pick-up and delivery experience for customers.

Provide car-buyers with digital retailing tools for conducting research, securing financing and structuring their deal.

## 6 Marketing RESOURCES

- ✔ [What The Coronavirus \(COVID-19\) Means For Marketers](#)
- ✔ [5 Ways to Do Smart & Responsible Marketing During COVID-19](#)
- ✔ [Adapt Your Marketing Strategy for COVID-19](#)
- ✔ [Inside Google Marketing: 5 principles guiding our media teams in the wake of the COVID-19 outbreak](#)
- ✔ [8 Ways for Your Business to Stay Ahead During the COVID-19 Outbreak](#)
- ✔ [Why Companies Turn To Digital Marketing To Survive COVID-19](#)