

HOW STRONG IS YOUR ONLINE VISIBILITY?

Now is the time for your business to rethink digital. Local small businesses everywhere will require a strong online presence over the next several months in order to communicate, retain business, and attract new customers. Use our digital marketing checklist to position your business to survive the future.



DIGITAL MARKETING CHECKLIST

COMMUNICATIONS:

- Stay Connected with Technology**
Basecamp, Trello, Slack, Facebook Messenger for Workplace can all keep your team organized while working remotely.
- Online Meetings Are Easier Than Ever**
Google Hangouts and Zoom offer reliable and interactive platforms for you to host meetings on. They are great for both internal and client meetings!
- File Sharing with Cloud Storage**
Google Drive and Dropbox - Both great options for sharing files. The location that you access them from no longer matters.

WEBSITE:

- Create a Notice Detailing Your Response to COVID-19**
Make sure the response is on-brand, easy to digest and available on all pages.
- Make it Easier for Clients to Reach You**
Did you know that people on your site can chat with you on Facebook Messenger? Consider centralizing communication lines by installing chatbots on your website.

EMAIL MARKETING:

- Email an Update to Your Customers**
No matter which platform you use for email marketing, the notice you send concerning your company's response to COVID-19 should be cohesive, on-brand and correspond directly to what you've posted on your website and your social media.

SOCIAL MEDIA:

- Keep Your Notice Visible by Pinning It**
On Facebook, Twitter and LinkedIn, you can pin the notice to the top of your page. On Instagram, you can add your COVID-19 notice to your highlights.
- Be Responsive**
More than ever, it is important to maintain your business' response time when people message you. Monitor branded hashtags, comments, and your messenger inbox to maintain your response time.
- Engage Your Audience**
We are all affected by this pandemic. Increase visibility by interacting with relevant accounts online.

UPDATE ONLINE LISTINGS:

- Update Business Information**
Your customers will want to know if you are open. Be sure to update your hours on Google My Business, Yelp!, and the myriad of other places your business is listed online.
- Create Posts To Share Information**
You can keep your customers and clients updated by making posts to your directory listings, like Yelp or Google My Business.

MARKETING:

- Develop Resources That Your Company Can Suggest or Provide for Your Community.**
Can your company share tips or knowledge that will be beneficial to your customers? If so, consider sharing it in an online class, how-to video or webinar.
- Be Creative With Offers**
Think outside the box, what are the services that your customers most need right now? Create a buy now, enjoy later gift card campaign! Offer discounted subscriptions.