

## Marketing Your Business During a Time of Crisis

Right now, people are spending more time than ever on social media. As a business, this offers you an opportunity to reach your audience like never before. In order to best reach them, your content needs to be high quality, interesting, and offer value to your audience. By consistently offering valuable content, your business can be a light in all this chaos and confusion, and you are ensuring that when this is all over YOU are the one your customers are ready to purchase from.

In order to create value, we must first provide our audience with a feeling of trust, connection, and expertise. Here are some ways to do that:

- Understand where your audience is at right now and how their lives have changed. Your content should speak to them with these changes in mind.
  - Use your expertise in your particular industry to offer guidance, entertaining content, and insight into your brand. This might mean you have to get more creative about your posts than usual. Have a furniture store? Advice on keeping fabrics clean now that the kids are home (guidance) or the ultimate pillow forts (entertainment) will keep your business in conversation and in the minds of the community even if your storefront is closed.
  - Show what business looks like for you right now. Being real on social media not only connects you with your audience, it also shows them you are still going strong, and are ready (or will be soon!) for their business.
  - In your content, talk about things you're doing at home with your family. Give others ideas, and ask for recommendations. Movies to watch? Things to do with kids your children's ages? Fun meals to cook?
  - On sales posts: Make it clear how your customer can purchase from you, but make sure you are not selling often. Keeping selling to a minimum will ensure you do not look like you're trying to profit off of this or are insensitive to the job loss and financial problems people are enduring because of it.
- People are browsing Facebook and Instagram in higher numbers than ever before, and with shipping or curbside pickup as an option, you can still generate sales even if your doors are closed. If those are not an option for you, marketing now can ensure the economic impact on your business stays as small as possible. So, take the time to make your social media and digital marketing a priority with a carefully crafted strategy that is sensitive to the times.

Need some help? You know I am always here. And though there may be a lot more background noise in my phone calls right now, you should never hesitate to reach out.

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