



DIGITAL MARKETING

IS TRENDING NOW

QUARANTINE CHECKLIST

Things are changing day to day during the COVID-19 outbreak, but digital platforms can help you stay connected with your team and clients during this critical moment. Don't panic, we are prepared now more than ever before to succeed in a world where business is conducted primarily online.

We will help you ! Use this checklist to make sure your digital marketing plan is on point:

OPERATIONS

USE TECHNOLOGY TO STAY CONNECTED.

Use tools like Basecamp or Slack to stay organized and in communication with your team and clients, no matter where you are working from.

EMBRACE CLOUD FILE SHARING.

If your office does not use cloud file sharing with a site like Dropbox or Google Drive, this is the perfect time to start. Cloud file sharing helps teamwork continue, even when everyone is remote.

HOST ONLINE MEETINGS.

Use reliable online meetings software such as Chime, GoToMeeting or Zoom to meet with team members or clients.

WEBSITE

INSTALL A FREE CHAT FEATURE.

As many are working from home with kids, utilizing a free software like PureChat on your website to supplement phone calls for communication can prove useful.

EMBRACE E-COMMERCE.

Whenever possible, shift to a focus on E-commerce. That will look different for different types of businesses. Be creative with shipping, delivery and pickup options to best support your customer.

SET UP ONLINE PAYMENT.

To prevent cashflow slow-downs, it is imperative that you have a pay online option for your customers.

EMAIL MARKETING.

START A CLIENT NEWSLETTER OR EMAIL SERIES.

Use free email marketing platform like MailChimp or get a premium plan to communicate with your customers.



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SOCIAL MEDIA

MARKETING

UTILIZE STORIES.

Social Media usage is skyrocketing. Use Instagram, Facebook and WhatsApp stories to stand out and keep customers updated.

SERVE YOUR COMMUNITY.

Think about how your business's unique skills can be of help in your community. Be part of maintaining a thriving local economy.

USE WHATSAPP AND FACEBOOK MESSENGER.

Set up automated messages to help you handle frequently asked questions.

HOST AN ONLINE EVENT.

Create a webinar, online class or post a tutorial.

PIN NOTICES AT THE TOP OF YOUR SOCIAL PAGES.

If you have changed your operations due to coronavirus, post a notice on your Social Media pages and pin them at the top of Facebook, LinkedIn and Twitter.

CREATE AN ONLINE CAMPAIGN.

Post a gift card deal that can be used at later date, a buy now and pick up later option or a subscribe and save promotion. Be creative and think outside of the box.

GOOGLE MY BUSINESS

UPDATE YOUR BUSINESS'S HOURS.

Customers want to know if you are open and if so, what your updated hours are. Most will Google your business, so it is important that your GMB is up-to-date.

USE GMB POST TO UPDATE YOUR CUSTOMERS.

Post any notices or updates in Google My Business so when customers Google you, they can be in the know.

CONNECT WITH US AT: ISTRENDINGNOW.COM