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We know you're struggling with an unprecedented situation. We are too.

Since the onset of the COVID-19 pandemic, Larimer & Co. Branding Studios has been dedicated to the safety and well-being of our colleagues and to the needs of our clients worldwide.

We recognize that this is a turning point for companies — your leadership and strategic planning now will set your path for the future.

We have prepared this tip-sheet to further aide you in navigating COVID-19 communications throughout the Maldives.

If our team at Larimer & Co., or our partners at Shorthouse Hospitality International can be of any assistance, it would be our pleasure.

Until then, please stay strong and healthy. We will get through this together!

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LARIMER & CO

NAVIGATING COVID-19 COMMUNICATIONS

10 TIPS FOR NAVIGATING COVID-19 COMMUNICATIONS IN THE MALDIVES

SAFETY & SECURITY FIRST.

Before anything, establish and communicate health and safety protocols for all stakeholder groups: employees, customers and every link in your supply chain.

MARKET FOR MARKET & AUDIENCE INTELLIGENCE.

Gather intelligence to uncover new audiences, markets, and opportunities to join or lead conversations and to evolve your communications and marketing activities.

MAP AGAINST THE FOUR STAGES OF THE DISRUPTION LIFECYCLE.

Use the phases of the COVID-19 crisis to anticipate and plan against: Impact, Regroup, Rebound, The New Normal.

IDENTIFY YOUR EVANGELISTS.

Make employees and other key opinion leaders your brand ambassadors in your communities, social media and other virtual channels.

FIND OPPORTUNITIES TO BE RELEVANT & AUTHENTIC.

Use your brand promise and purpose to find ways to show up authentically as you serve your communities.

BE PROACTIVE. DON'T WAIT FOR CONDITIONS TO CHANGE.

Communicate early and often with all your constituents throughout the disruption lifecycle. Use data to identify opportunities to maintain relationships with key audiences.

ENGAGE INFLUENCERS.

Pivot partner content for immediate context relevance. Be open to evolving your influencer ecosystem, engaging new voices or groups (e.g., hyperlocal) that you may not have considered before this crisis.

EXPLORE VIRTUALITY.

Explore new technologies and be creative in delivering marketing and events online; consider Skype, Zoom, Google Hangouts, GoToMeetings, and UberConference to increase engagement.

ANTICIPATE & PLAN FOR THE REBOUND.

The disruption lifecycle advances quickly in the Maldives; keep the rebound in mind while communicating your brand and connecting with stakeholders.

THIS TOO SHALL PASS.

Preparation and planning will help you and your company mitigate the impact of COVID-19 and set you up for success in "The New Normal".