



COVID-19 RESPONSE STRATEGIES



LEIGHTON INTERACTIVE

DEMAND RESULTS

INTRODUCTION

At moments of uncertainty, communication becomes more critical than ever.

With the world shifting by the hour, people rely on consistent and timely updates to bring stability to their lives.

Through this turmoil there is great opportunity to support one another and stand for something bigger than ourselves. Now is the time to think about:

- How to evolve products and services to serve this changing world and the reality that exists on the other side of this pandemic
- How to be mindful and sensitive towards the situations your customers and employees face
- How to support customers, employees, and communities at their greatest time of need
- How to position your company as an innovator and thought leader
- How to remain a stable entity amidst unforeseen challenges

WORKSHEET

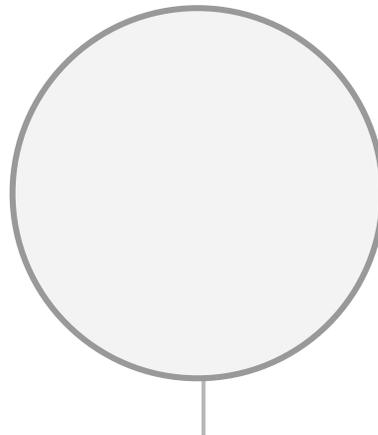
NAVIGATING THIS RESOURCE

While all the strategies in this document are important, you'll likely need to pick just one to start with. Use this page as a worksheet as you work through your execution plan.

If you're feeling overwhelmed and don't know where to start, we're here to help. Set up a meeting with our team and we can guide you through - no strings attached.

[CLICK HERE TO SCHEDULE TIME](#)

What's the one strategy you plan to start with?
Write it down here:



What's one success metric?



What are the tactics required to get it done?

Who will be responsible?



COVID-19 MESSAGING



Examples:

[AT&T Customer +
Employee COVID-19
Updates](#)

[Lumina Foundation](#)

WHAT IT IS

- Consistent and timely communication about services and products as they are affected by the ever changing COVID-19 environment
- Empathetic alignment with your audience, specifically as it relates to COVID-19

WHY IT'S IMPORTANT

- It's vital to keep customers up-to-date on your products and services so they know what may or may not be available to them
- It's equally important to balance these messages so as not to overwhelm your audience - they're being served a lot of marketing messages right now
- You should aim to be top-of-mind when it's appropriate

WHAT IT COULD LOOK LIKE

- Customer facing email announcements
- Employee facing email announcements
- COVID-19 website page
- Website pop-ups/homepage updates
- Social media posts
- Downloadable offers/kits
- Blog content
- Live video on social platforms

ONGOING EMPLOYEE COMMUNICATION



Examples:

[Slack Employee
Messaging Example](#)

WHAT IT IS

- Consistent and transparent communication from leadership with employees to share updates about where the company is at
- A way to create trust and stability within teams
- Motivation for team members to step up and offer assistance
- Potentially a virtual space for employees to connect and support one another

WHY IT'S IMPORTANT

- The worst thing a company can do right now is neglect communication with their staff. Employees are the backbone of a company and must feel stable and invested. Leaders are responsible for creating this environment
- Employees are your best asset in a crisis. Helping them navigate the crisis will enable them to remain productive
- Now is the time to innovate. Employees are the best resource for innovation, but they must be kept in the loop to do so

WHAT IT COULD LOOK LIKE

- Weekly and/or daily live announcements through virtual meetings
- Prepared video or email messages from leadership
- Employee culture campaign to help those in need
- A private Facebook group
- A Slack (or similar chat) channel
- Graphics/posters/signage on how to stay healthy
- COVID-19 info: facts, Q&A, symptoms, and blog content

ONGOING CUSTOMER COMMUNICATION



Examples:

[Zoom COVID-19 Support Content](#)

[Salesforce Care](#)

[CVS COVID-19 Resource Center](#)

WHAT IT IS

- Consistent, yet appropriate communication with customers to share updates on products and services as they may affect the customer
- Shared resources and tips to help the customer navigate the crisis
- An opportunity to build trust and goodwill with customers

WHY IT'S IMPORTANT

- Your customers are facing the same crisis scenario you are, and therefore need support and encouragement now more than ever
- They are hearing from a lot of companies right now. Genuine and helpful content will go a long way amid the chaos
- There will be a time after this pandemic. What you do for your customers now, in their time of greatest need, will set the foundation for the relationship for years to come

WHAT IT COULD LOOK LIKE

- Prepared video messages from leadership and/or account representative
- Prepared email content from leadership and/or account representative
- Special pricing, payment schedules, or other flexibility for companies in need of financial support
- Products, services, tips, or advice that will help a customer navigate the crisis
- Live video on social platforms

GOODWILL ACTION MARKETING



Scribd Example

free books for a month

Hotels Example

transforming into hospitals

Medical Worker Support Example

companies offering free support

Innovox Audio Creates Face Shields for Health Care Workers

WHAT IT IS

- Selfless action intended to build goodwill with your customers, prospects, community, and employees
- A way to position your company as a supporting and caring institution
- An opportunity to showcase your values with a broader audience

WHY IT'S IMPORTANT

- The actions a company takes in a crisis can often define who they are in the long run
- In moments of stress, the companies and individuals who choose to step up and offer assistance are often remembered as the hero when the crisis has passed
- The power value-driven actions have on people cannot be underestimated

WHAT IT COULD LOOK LIKE

- This depends greatly upon your industry. Here are some examples:
 - Hotels converting into temporary hospitals
 - Manufacturers refocusing to create medical equipment
 - Clothing companies dedicating resources to create face masks
 - Companies gathering care packages for healthcare workers

EMAIL AUTOMATION



WHAT IT IS

- A predetermined set of emails that is automatically delivered to a customer or prospect after they've taken a specific action
- A way to nurture and engage customers and prospects as they explore your products and services

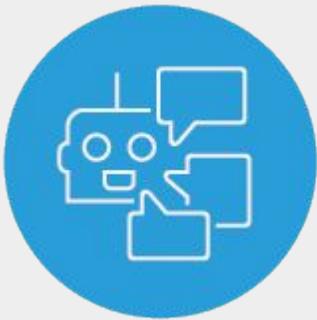
WHY IT'S IMPORTANT

- Timely touchpoints with a prospect or customer help lead them along their journey, while making them feel heard and important
- Automation saves enormous amounts of time spent by staff to follow up and engage
- Automation can help augment efforts as staff member numbers fluctuate in this time of crisis

WHAT IT COULD LOOK LIKE

- A series of nurturing emails set up through a marketing software like [HubSpot](#) sent after a user downloads content or signs up for a demo
- Follow-up emails sent after a user fills out a contact form
- A series of educational emails sent after a user purchases a product or service
- Audit existing workflows to ensure content being sent out is relevant and sensitive

CHATBOT & LIVE CHAT



[Creating a Chatbot Strategy + Examples](#)

53% of buyers are more likely to buy from a business they can message.

*Nielsen Study
12,500 consumers*

WHAT IT IS

- Chatbots allow businesses to connect with online visitors without the need to oversee the process. Chatbots are robots and automated workflows that allow a business to:
 - Reach your audience directly
 - Save time and money on customer service
 - Identify leads
 - Assist in closing e-commerce sales
 - Re-engage customers
- Live Chat allows you to connect with your website users in real time. A chat icon sits on your website ready to assist the user with any questions as needed. Live Chat must be monitored by a person.

WHY IT'S IMPORTANT

- Chatbots help augment a busy team by handling high-level communication and problem solving. Consumers are looking for instantaneous answers to their questions, and Chatbots service that need
- Live Chat gives you the ability to route customer inquiries to your service team, pass leads to the appropriate salespeople, and answer any questions from prospects at the right place and right time

WHAT IT COULD LOOK LIKE

- Site-wide and general
- On specific, predetermined pages to cover a narrow set of topics

SCENARIO PLANNING



Example:

[COVID-19 Crisis
Planning](#)

WHAT IT IS

- Scenario planning is needed to help companies predict and document the possible solutions that could exist during this pandemic

WHY IT'S IMPORTANT

- A strategic scenario plan is important because it helps remove the emotion and panic from decisions and helps companies and leaders be objective about the worst and best case scenarios and what actions will need to be executed at different decision/data points during this crisis

WHAT IT COULD LOOK LIKE

- This is usually a grid of possible solutions and situations that can be plotted
- There would be several calls to uncover possible threats and solutions and help to decide what action plans are necessary at each phase

INSIDE SALES OUTREACH



WHAT IT IS

- A reallocation of traditional sales resources - leveraging your sales team to serve your current client base
- An opportunity to maintain and grow existing customer accounts
- An opportunity to cross-sell services/products
- Solving real problems for customers, not just selling

WHY IT'S IMPORTANT

- Doubling down on your current customers during a crisis can amplify trust and ensure you're serving those who have already shown loyalty to you
- Many people and companies are struggling for a number of reasons in this crisis. Dedicating resources towards servicing your current customers will build goodwill and trust that will continue long past this pandemic

WHAT IT COULD LOOK LIKE

- Messaging that focuses on helping, not selling (*"Things are tough right now. Is there anything I can help with? I was looking into X, and thought I'd share X with you... etc."*)
- Email
- Phone
- Video
- Social media outreach

PERSONALIZED SALES VIDEOS



Example:

[Adding Video to Your Sales Outreach Blog + Examples](#)

WHAT IT IS

- Short, personalized videos done by a salesperson or leadership directed to a specific individual
- Casual format, typically selfie-style from a laptop

WHY IT'S IMPORTANT

- At a time when face-to-face is difficult to achieve, a personalized sales video can go a long way in creating a connection between you and a prospect of current customer
- People naturally respond better to content that has been tailored for them specifically - especially if it uses their name and talks about them or their company

WHAT IT COULD LOOK LIKE

- Using a tool like [Wistia's Soapbox](#) to record quick and easy videos on your laptop
 - This captures both you and your screen so you can easily switch between a view of just you, just the screen, or duo view. This is perfect for walking through a demo or examples
- Outreach messaging of any level, including goodwill, helpful outreach

PUBLIC RELATIONS



Example:

[4 Ways to Grow Your Business Blog](#)

WHAT IT IS

- Intentional messaging about your company, distributed through your own channels as well as third party channels
- An opportunity to talk about the newsworthy things your company is doing
 - Are there extraordinary things you or your employees are doing to help out in the current crisis?

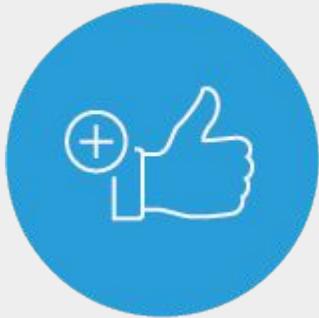
WHY IT'S IMPORTANT

- Staying top-of-mind for customers and prospects is important not only for our current situation, but also in preparation for the world after this pandemic has passed
- Building goodwill with individuals will go a long way in building trust
- Standing out in the midst of a sea of negative and worrisome content offers a welcome reprieve for readers

WHAT IT COULD LOOK LIKE

- An article posted within your own newsroom or blog
- Content shared socially
- Content shared within an email blast
- Content published on third-party trade publications/pitching
- Content published on third-party news websites
- Live videos on social platforms

SOCIAL MEDIA



WHAT IT IS

- Consistent and valuable content published through social platforms
- An opportunity to stay top-of-mind and current with your audience
- An opportunity to share relevant content from third-party sources

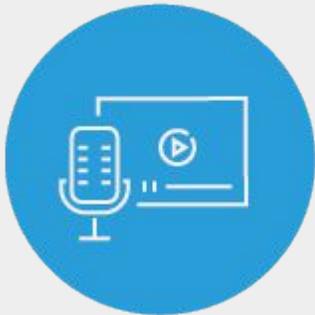
WHY IT'S IMPORTANT

- Sharing relevant content with an audience helps them feel in control and knowledgeable. It also helps them make decisions about when and where to buy services and products
- Positioning your company as a trusted resource and thought leader builds goodwill with your customers and prospects

WHAT IT COULD LOOK LIKE

- Live video content on platforms
- Consistent and relevant messages
 - Specifically important and timely updates
- Video content
- Photo content
- Reposts and interactions with other content/brands
- Daily episodes/installment to create anticipation
- Contests or requests for positive content
 - This should be done very carefully, so as not to appear insensitive

WEBINARS



Examples:

[Content Marketing Institute](#)

[HubSpot GDPR Webinar](#)

[SEMRush Traffic Growth](#)

WHAT IT IS

- A video presentation platform to help educate and connect with your customers and prospects
- A live platform to answer real-time questions
- An opportunity to offer real value and resources

WHY IT'S IMPORTANT

- Now is the time to help your customers and prospects in every way you can to build goodwill and support their goals
- This is an opportunity to showcase your products and services, and position them in a way that is relevant in the current climate

WHAT IT COULD LOOK LIKE

- A one-time webinar available as a live event or recorded to be viewed later
- A regular series to answer relevant and timely questions to help customers and prospects navigate their current challenges
- Gated or ungated content
- Videos on social platforms to promote

RECRUITMENT



WHAT IT IS

- Efforts dedicated to recruiting potential employees
- Efforts dedicated to retaining current employees and encouraging them to tap into their own networks

WHY IT'S IMPORTANT

- There are many companies who are in desperate need for employees in order to meet demand
- The market for talented and qualified candidates is incredibly competitive, even with the increase in furloughed or laid-off employees

WHAT IT COULD LOOK LIKE

- Paid media campaigns
- Updated Careers page
- Updated and optimized job posts
- Job post distribution into multiple networks
- Video and content to validate the culture and benefits - why someone should choose you over a competitor

HUBSPOT APPOINTMENTS



Example:

[Lori Scheduler Example](#)

WHAT IT IS

- The ability for a prospect or current customer to quickly and easily book time with your team
 - Sales
 - Support
 - Etc.
- [A free tool](#) that integrates with Google or Office 365 to showcase your most up-to-date availability

WHY IT'S IMPORTANT

- When people need help, they want it as soon as possible. Giving them visibility into your schedule and allowing them to schedule time immediately can help streamline the process
- This tool can save a lot of time with back-and-forth trying to schedule time

WHAT IT COULD LOOK LIKE

- Implementing for your sales team
- Implementing for your support team
- Implementing for leadership or anyone else you'd like to give customers and prospects access to

VIRTUAL EVENTS



Examples:

[HR Virtual Summit](#)

[Game Developer Conference](#)

WHAT IT IS

- Showcasing live content on a virtual platform
- Engaging with a remote audience in real time
- An alternative to live, in-person events

WHY IT'S IMPORTANT

- Many organizations are struggling with navigating a virtual environment when it comes to events that were planned to take place in-person during the spring and early summer
- Bringing the event to a virtual space can offer value to an audience in a time when they are looking for tools, resources, and a community to help them navigate the crisis
- Exploring a virtual alternative to a live event showcases flexibility and innovation

WHAT IT COULD LOOK LIKE

- Using virtual meeting spaces like [Hopin](#), [Whova](#), and [Run The World](#) to run virtual conferences
- Using tools like [GoToMeeting](#) and [Zoom](#) to conduct large-scale virtual meetings
- Recording and distributing important aspects of a virtual event/meeting

PAID MEDIA CAMPAIGN



WHAT IT IS

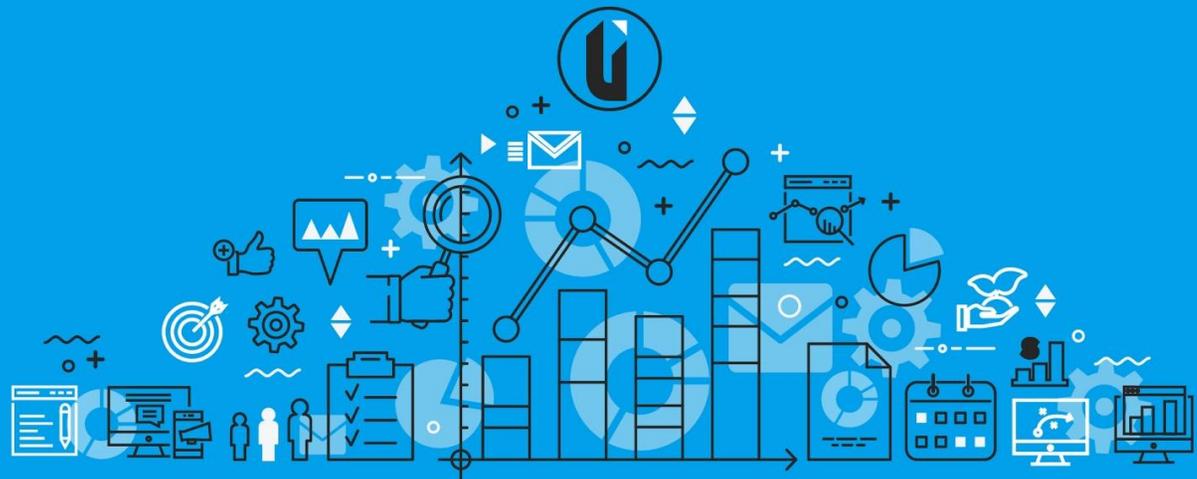
- Paid media such as display ads, social media ads, or paid search to promote:
 - Products
 - Services
 - News/content
 - General company awareness
 - Recruitment

WHY IT'S IMPORTANT

- Many people are currently homebound and bored. Inevitably, they will resort to surfing the internet. There is a unique opportunity to get in front of an audience with very few distractions
- This crisis won't last forever, and users will continue their normal buying and living habits soon enough. Now is the time to get on their radar

WHAT IT COULD LOOK LIKE

- Recruitment campaigns
- General product/service promotion
- Driving users back to specific content, offers, or demos on your site
- Promoting a goodwill marketing action



THANK YOU