

We tell our client's story in such a way that they are remembered when needed. Afterall, breaking through the noise is a challenge today.

We support home service companies.



### **Marketing Themes**

Considering current market conditions & consumer behavior

### Hibernate

Either by force or causation, it's pretty much out of your control & you need to hunker down for a bit.

### **Pivot**

You can't operate you normally would, your cheese has been moved, & you need to adjust.

### Maintain

Business continues as usual, but certainly with some twists that you can't ignore & must adjust.





# **Hibernate Theme**

Retail, entertainment, travel, sports or other similar

### Strategy

- Come-back plan
- Adjust your messaging
- Prepare resources

### **Tactics**

- Relevant promotions
- Communication plan
- Keep a brand presence
- Be helpful, stay involved







# **Pivot Theme**

Restaurants, professional services, schools or other similar

### Strategy

- Adjust offering & messaging
- Meet customers now
- Come-back plan

### **Tactics**

- Have a plan A & plan B
- Consider partnerships
- Relevant promotions
- Utilize digital platforms
- Maintain brand presence





# **Maintain Theme**

Grocery, core medical, home services, delivery or other similar

#### Strategy

- Be compassionate
- Adjust brand promise
- Be supportive, helpful & careful

#### **Tactics**

- Adjust services
- Communicate brand promise
- Price conscious promotions
- It's OK to grow







# **Tactics**

Relevant to all themes and any industry

#### 1. Messaging Plan

Quarantine phase, climbing out of recession phase

#### 2. Recession Proof Plan

What can you offer coming out of the recession

#### 3. Build Your Funnel

The more opportunity you have, the great probability of future success

#### 4. Communicate Frequently

More frequent, smaller sound bites positions us a the leader.



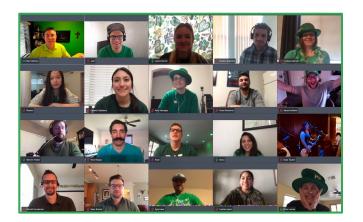
# Don't forget your team

Internal marketing is equally important right now

- Thank them, support them
- Surprise them



Maintain your community





A gift right now means infinitely more than it did a month ago



# Consider life after the pandemic

What do you miss most, what will that be like post pandemic?

- The value of a hug or handshake
- Going outside
- Working from home
- Washing Hands
- Thankful for our Jobs
- Financial Buffer

How will you market post pandemic?



### Look for opportunities



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#### Questions or comments? No problem.

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