

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.



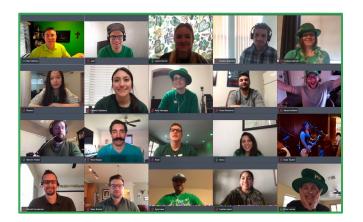
Don't forget your team

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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