



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

**We support home service companies.**

**Ben Kalkman**  
Founder/CEO



# 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
- Communicate
- 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?**



Rocket Media

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