

3-STEP PLAN

Effective Communications

IMMEDIATE NEEDS

Communicate

- **WEBPAGE** ▶ Create a web page with all news, updates, and resources
- **NEWSBLAST** ▶ Send one eblast directing customers, vendors and prospects to the webpage for new information
- **OUTREACH** ▶ Reach out to current customers to answer questions
- **INTERNAL RESOURCES** ▶ Outline and share clear methods for employees to access information they need

Can your organization help & what can you offer?

- Press releases, social content, blog posts and outreach may be appropriate to indicate your willingness and ability to assist (be specific!)

Define measures to make the workplace safe

- Document progress with pictures and notes

INTERMEDIATE NEEDS

Start building your leadership position

- What values do you wish to communicate?
- What position will your business to take?

Review digital marketing campaigns & advertising & make changes as needed

- Pause campaigns, adjust budgets, update messaging

Reflect on what was helpful in dealing with the crisis as it unfolded

- What lessons are there to be learned?
 - Did you have a response team?
 - Did you change any rules or guidelines?
 - How have you supported your employees?

Explore new opportunities

- Build new partnerships
- Promote a mindset of innovation, especially for industries that are hard hit
- Find ways to safeguard against future risk

LONGTERM NEEDS

Focus on industries that will be thriving

- Adjust marketing tactics to target these industries

Assist industries that will be hard hit

- Help amplify the efforts of local, regional and industry resources
- Adjust marketing tactics to address pain points