



## COVID-19 MARKETING CHECKLIST

The fundamentals of marketing do not change in a crisis or economic recession. What does change is that we must be more diligent in measuring the effectiveness of our marketing activities.

These are the things that you should be doing now to help keep your digital presence thriving.

- Communicate early and communicate often
  - ⇒ Make sure your website has up dated information on hours and contact methods
  - ⇒ Keep business listings (i.e. Google Business Listing) updated with closures
  - ⇒ Don't make people guess if you are or aren't available for business
- Know your mission, vision and values. Stay true to them.
- Establish Short, Medium and Long Term goals
  - ⇒ Short – Current social distancing crisis
  - ⇒ Medium – as we start to come out of social distancing
  - ⇒ Long – Economy is in full recovery mode
- Measure effectiveness of all marketing activities.
  - ⇒ If something is not taking you closer to your goals, cut it!
- Even if operations have halted – keep collecting leads.
  - ⇒ Business will go on and if you have a stockpile of leads you will recover faster than your competition.
- Be nimble and adapt to the situation.
  - ⇒ If you have lemons make lemonade – or hand sanitizer!

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