

Home

but not

alone

make

Communication is **key**

During a crisis you should try your best to keep your customers and staff as well informed as possible. You can help them to feel safe through regular contact, take the Government's daily briefings as an example of this level of communication.

At Make we're here to help by keeping your customers abreast of the inevitable changes to your business and the supply chain that supports it. We'll offer the best advice we can in order to ensure you communicate with your customers effectively.

We know that the customers you serve may also be experiencing unexpected challenges, and we're committed to providing as much support as possible to ensure your business remains active during this turbulent time.

As a digital-first agency, we specialise in services that help build that bridge between your business and your customer. We wanted to share our best recommendations for keeping your customers and teams informed during these turbulent times. We pledge to offer any free advice should you have any questions on anything shared in this document and we will continue to build content and generate ideas that will help your business adapt to the changes we all face.

#1

Stay
visible



Website

Keep your central information hub updated with the latest news and working well on all devices



E-commerce

Can you sell to your customers in different ways? Build offers or provide discounts and payments plans?



Social Media

Communicate creatively with customers in different ways across each social channel



Email

Keep regular dialogue through email bulletins, build advice and provide frequent support



Advertising

With people now at home, how will they find your services? Can you advertise if appropriate?



Video

People buy from people and in times of hardship that human interaction can build and deliver trust

#2

**Keep yourself
safe and play
by the rules**

Social Distancing

Slack

This is affordable, easy to set up and is the easiest way to communicate with your teams across desktop, tablet and mobile whilst building efficiency.

Google Hangouts

Start your day effectively with a 'stand-up' where teams can be briefed on their daily agenda and communicate face to face. This is also a great way to meet current and prospective customers.

The government has suggested the recently prescribed social distancing measures may last for at least three to six months. **Here are our tips on how your business can operate virtually in order to remain current and operate effectively:**

Website Chat Bots

With your team members spread out far and wide, who will answer the phones? Build in a website chatbot that allows customers to communicate with you. You can also sync chat bots with Slack and WhatsApp so you never miss an opportunity.

G-suite

Centralise your documents and store your company in the cloud. Quick and effective sharing of information is key for business continuity.

#3

**Execute
these
now**

Due to the current global situation, most businesses are having to update their online presence to reflect the changes that are happening in the world.

Don't worry, there are a variety of things that you can do right now that will help you support your business:

DO:

DO: Review your ad copy

Make sure you update your ad copy as soon as possible because what you're offering customers has most likely changed. Even if your copy is still relevant, you should at least review your ad extensions.

DO: Update your website messaging

Adjust your website messaging to explain the changes you're making to your business during this period.

DO: Create valuable content

It is during these uncertain times that people rely on familiarity, routine and voices of authority to make them feel safe. Create content that will keep people entertained and informed, even utilise video content to help achieve this. Make sure you post regularly.

DON'T: Let your audience forget about you

Although customers may be uncertain about buying from you during this time, it's as important as ever to make sure you're building brand awareness and continue to develop trust with your audience. If you put in the work now, you'll reap the rewards further down the track.

DON'T: Ignore the pandemic

If you choose to ignore it in business you will come across as insensitive and unsympathetic to other people's struggle.

DON'T: Ask for purchases

This is another thing that could lead you to being branded as insensitive. Instead, focus on your community and encourage user generated content on social media.

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#4

**Keep your
customers
in the loop**

Simple and often is suggested

With an unprecedented world event such as this, people are leaning towards social media channels both for entertainment and for communication, making it more crowded than ever before.

So how do you cut through the noise?

#1

Remember that you can pin important posts to the top of your Facebook Page for quick viewing, such as information about the measures you're taking to keep your premises safe or how you will handle delivery delays.

#2

Push your update via a Facebook or Instagram story or send it directly via a direct message.

#3

Build a landing page banner or messaging strip that grabs customers attention when they land on your site.

#4

Share a bulletin via Email - tools like Mailchimp allow you to do this quickly and easily using a simple drag and drop email builder.

#5

Build a content strategy that includes blogs and creative social content as this is a great way to keep your customers informed.

#5

Build
a new
way

Make your customer the No 1 priority

Many businesses have had to change their plans and start again when it comes to marketing during this period. We have also had to adapt our own methods with some of our clients when their circumstances changed.



Please see our best suggested methods for adapting during these times:



IG/FB Live

Have your message heard with a live webcast or Q&A session in real time.



Virtual events

With all events cancelled can you deliver a similar experience through Zoom?



Google Hangouts

Perfect for kick-off meetings, AGMs or scheduled meetings with teams.



Whatsapp for business

It's easy to set-up and sync with your mobile, share files and communicate through.



Video email messaging

Stand out in your customer's inbox and cut through the clutter with video.



Vlog

Compile footage from team members and stitch it together using video tools.

#6

Focus on customer service

Innovate and experiment

It's important to be responsive and transparent with your customers during this challenging time. Prepare for incoming questions, requests and, in some cases, cancellations or challenges.

Consider every business scenario and start drafting templated responses for your emails or set up instant-reply messages on Facebook chat. Connect with your customers in real time using Instagram direct messages, Messenger or set up a WhatsApp Business profile. You can also build a chatbot on your website so customers have a direct line to you for quick responses.

innovate
experiment

WordPress

Website

Use this as your central soundboard or advance your build to incorporate E-commerce. Tools like Woo Commerce are easily bolstered onto most WordPress installations or you can quickly get a Shopify site off the ground in a matter of days.

Create

Think of news ways to get your message heard - build a vlog, upload a video or podcast.

Content

Build an information bank or content to appease key situations or provide missing details.

Converse

Build in chatbots and use social media to communicate quickly and easily.

#7

**Our social
media**

suggestions

Make your business seen

Below we've listed some of the best ways to keep your business relevant and keep your customers informed during times of uncertainty:

Advertise

People may be anxious about advertising during this time but we believe if done correctly and with the best intentions, it can be a great way to keep your business relevant. Facebook has a very low cost per click but LinkedIn can allow you to target people based on job titles and business. Make your advert informative and perhaps push an offer or incentive.

Show continuity

What's happening in the world at the moment has led to customers second guessing the availability of business and service. Your social media platforms are a great way to showcase you're still going strong or if you're having to make adjustments.

Make it personal

Now more than ever brands need to show empathy, integrity and honesty. If you can speak to your customers face to face over video then do so.

Diversify

If you traditionally sell in person or over the counter, how can you use this time to adjust and sell your service digitally? Social media is a great way to push your message, announce offers, discounts or special rates to get people back.

#8

**Go
create**

Make your business seen

As the world floods to social media and other online mediums, it's important your business stands out. There are a multitude of apps and social media channels you can use to create engaging business content. A modern-day smartphone is as good a camera as any and you can easily purchase a Steadicam or tripod from Amazon for under £20.

As brands and businesses will struggle to make contact through traditional methods, it's important you get creative. **Our ideas include:**

Video diaries or tutorials

Describe your business benefits or objectives through video content or a video series. This will provide your customers with useful tips and advice that will help position your businesses as a leader or educator, thus building trust.

Whitepapers or guides

As many businesses will be struggling to adapt, it's important you offer information that will be both informative and useful. We suggest you look at the challenges your customers face and then create a document, guide or video that helps them through their challenges. Amplify this content through tools such as LinkedIn or LinkedIn Ads.

Website

Take this time to look into your website analytics and learn how your current customers find you.

#9

And
Remember

We're here to help!

With the economic climate the way it is, it's vital that you use your budget wisely. Focus on investing in quick win solutions that will improve your business function instantly. It's also incredibly important that you think about tomorrow - start creating a digital plan for your business to help combat similar situations in the future.

At Make we're committed to our community and want to help you as much as possible. To receive free impartial advice or support please make contact with our team.



Let's talk!

Find us on live chat,
from 7am to 10pm,
7 days a week.

[makeagency.co.uk](https://www.makeagency.co.uk)