Covid & Carins: Marketing While Managing Customer Expectations
Hope

Strength
Let’s use our hope & strength to reach customers
Challenges into Opportunity

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Solve Customer Problems

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Work Smarter. No Harder. Integrated Marketing

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Essential to have a PLAN
Google My Business

- Free Business Service from Google
- Easy Set-Up
- Search Results
Website

- Who you are
- What you do
- Why you do it
- How you solve their problem or meet their wants

• Mobile Friendly
• Contact Info & Address
• Email Sign-Up or Social Media Follow
• Hours
• COVID Protocols
Social Media

• Go Where Your Customers Are
• Pick A Platform & Do It Well
• Update Regularly
• Write for the Medium
• Monitor & Respond
• Use Hashtags
• Use Photos & Videos
Email

- A Way to Communicate with Customers
- Free & Paid Services like MailChimp or Constant Contact
- Great Way to Give Customers Access to Special Deals or Insider Info
- Opt-In is a MUST
Basic Tactics

- Monitoring of social media using Google Alerts, Mention, TalkWalker
- Respond to customers on social media for good or bad comments
- Not censoring criticism by deleting
- Open to listening by hearing what they really want
- Writing for social media
Dealing the Negative

- Respond quickly as you can
- Be polite, respectful & level-headed
- Correct inaccurate information
- Communicate what is being done to address the concern & what are the next steps
- Give a way people can contact you offline
Case Studies
SOCIAL MEDIA CRISIS COMMUNICATIONS

PREPARING FOR, PREVENTING, AND SURVIVING A PUBLIC RELATIONS #FAIL

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