

# Covid & Carins: Marketing While Managing Customer Expectations

Hope

Strength



Let's use our  
hope & strength  
to reach customers

# Challenges into Opportunity

# Solve Customer Problems



# Work Smarter. No Harder. Integrated Marketing

# Essential to have a PLAN





# Website Social Media Email

# Google My Business

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

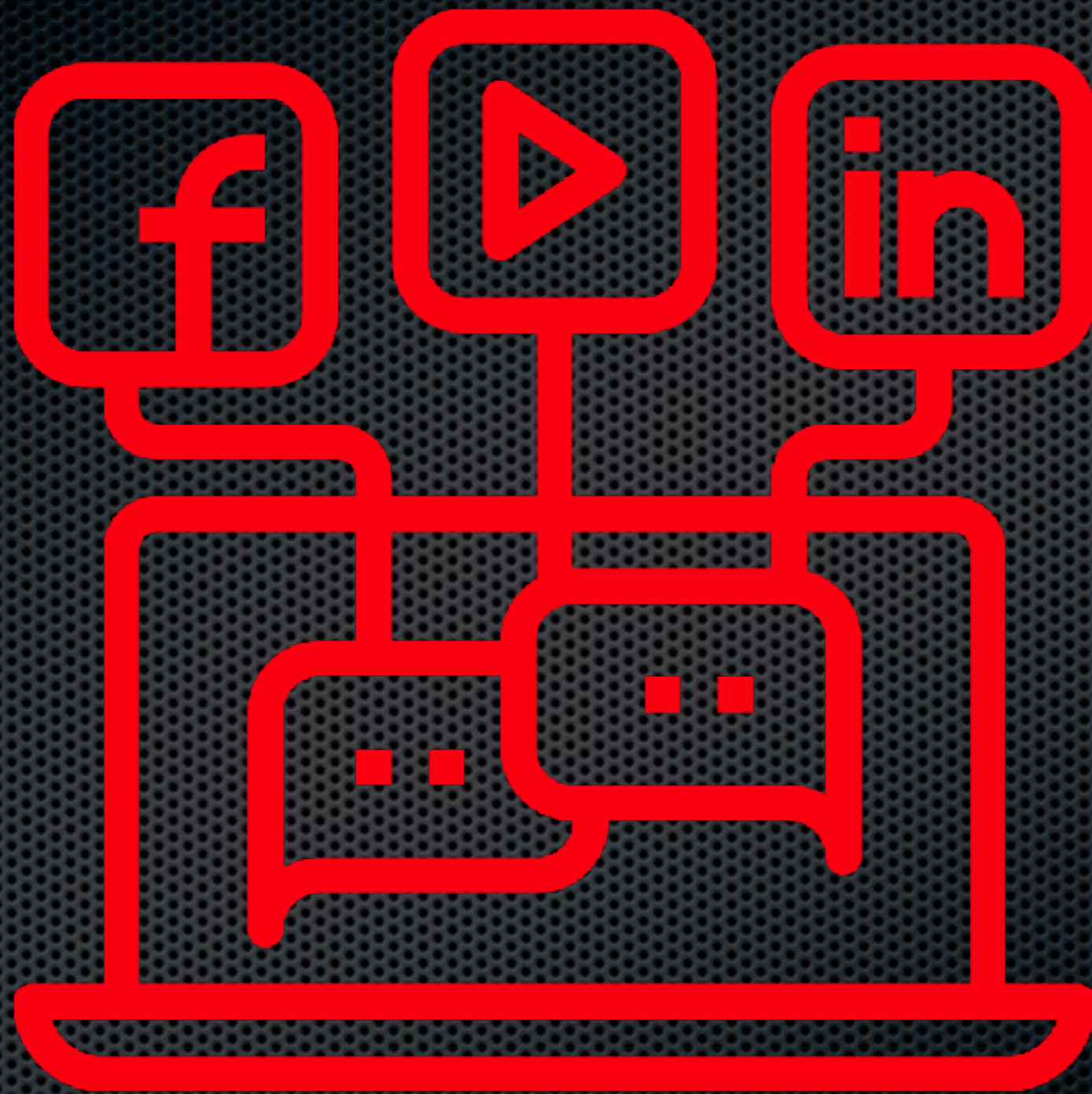


A graphic of a neon sign. The word "OPEN" is written in large, red, block letters, each filled with a grid of small red dots. Below it, "24 HOURS" is written in a blue, outlined, sans-serif font. The entire sign is enclosed in a glowing green rounded rectangular border.

OPEN  
24 HOURS

# 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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