

A CRISIS RESPONSE GUIDE FOR DIGITAL MARKETING ACTIVITIES

When uncertain times hit, it's best to narrow your view. Eliminating as many variables as possible from your decision-making will help you proceed with clarity as you take critical steps to position your business to persevere or even thrive.

START BY CATEGORIZING YOUR POSITION



SURVIVAL

Liquidity Crisis

Pause all advertising campaigns

Identify what you are confident will bring in revenue in time

Boost “free” messaging on social media, email, and PR

Think: Social Media, Email, Video, App Store Optimization

DOWNTURN

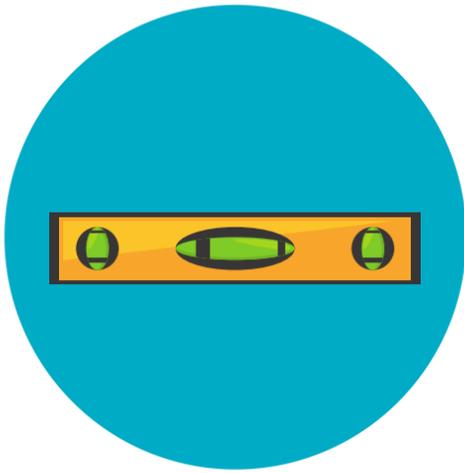
Declining Revenue

Maintain a lean marketing presence and evaluate new opportunities

Pause all but the most effective (ROAS) ad campaigns

Build SEO and develop content—reap the benefits down the road.

Think: Ecommerce Advertising, SEO, PPC (lean)



FLAT

Even-Steven

Use the relative stability to take stock of challenges and opportunities

Advertise new products/services and invest in SEO

Be poised to acquire competitors and talent that may not survive market challenges

Think: PPC, SEO, Ecommerce Advertising, Social Media Advertising

UPTICK IN GROWTH

Revenue Increase

Try new ads, with profits going to testing further new tactics

Advertise aggressively and loosen cost-per-acquisition targets

Attain market share—this is an opportunity to capture future value

Think: PPC, SEO, Ecommerce Advertising, Display, Social Media



OPPORTUNITY

Explosive Growth

Work quickly to plant the most seeds for long term growth

Use PPC to reach people looking for you and amplify messaging in all channels (video, social media, display)

Promote charitable endeavors and post jobs—publicize those via PR, social media, and a robust presence on GlassDoor

Think: Video, Social Media, PPC, SEO, Display, Ecommerce Advertising, Job Boards

