# 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



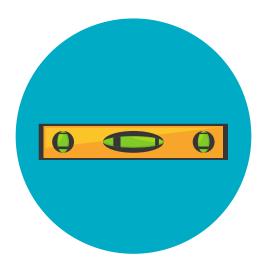
### **DOWNTURN** Declining Revenue

**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)



## 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



## 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-peracquisition 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



Note: we've created this guide to help with planning your digital marketing and advertising efforts. Factors like your financial position, whether the crisis is unique to your business or industry, and current marketing efforts should influence your decisions.

Times of crisis are stressful. Gain as much as clarity around your situation as possible. Seek information from trusted sources and input from valued advisors. Be decisive – make early moves to provide you the most future flexibility. Above all: breathe. We are much more likely to make poor decisions when afraid, angry, or depressed.

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