

Surviving COVID-19
and THRIVING beyond!

BOLD!

Marketing Communication

Marketing Communication for
Business Owners & Professionals



Five things you can implement quickly so your clients know
you're open for business and an expert in your field.

In this time of COVID-19 many clients have to get used to doing business with you differently. That means relying on telephone and online options rather than meeting with you face to face. The key is staying visible. And that starts with communicating often and in a meaningful way. The digital world is now the centre of your clients' universe, so if you're out of touch or out of date, fixing your online presence should be your priority.

#1 Social Media

It's the fastest way to get in front of your existing and prospective clients. If you've been half-hearted about social media, now's the time to ramp it up.

There are plenty of business owners and professionals who embrace social media, but many are less regular in their posting and have no real strategy for the type of content they post.

While some businesses are happy to post sweet affirmations, most of our clients prefer to post meaningful insights, business updates and worthwhile community messages.

If you've been an inconsistent social media user, you may need to:

- update your security settings;
- ensure your social media pages are consistently branded;
- implement a posting schedule; and
- decide on a content approach that suits your character and uses hashtags to extend your reach.

If you're not sure how, please ask for help.

#2 Update your website

Your website must be the hub of your client communication activity, and it's where they'll go for updates and to learn about your products and services.

If yours has been a 'set and forget' website, it's likely website visitors (your prospective clients) are reading out of date information.

Spending a few hours briefing a marketing communication professional to write fresh content and upload it for you should be relatively low cost and well worth your investment.

#3 Send emails

While there's always plenty of debate about which is better, email or social media, the fact is emails have been around a long time and they're not going anywhere soon. In our opinion, you need both!

While you must observe privacy rules and never spam, if you have a database, formalised in a spreadsheet or sitting in your MYOB or Xero file, now's the time to make good use of the direct communication that email provides.

There's some know how involved in using email direct software (often FREE or low cost depending on the number of contacts in your database) and developing a simple, immediate strategy.

If you can manage email communication with your clients inhouse, great, we recommend you do. If you need help setting up, writing content and linking your email communication to your website and social media, ask for help.

#4 Google Reviews

If you haven't done so for a while, check your Google Business Listing. When your clients rely on the internet, they'll search your Business Listing to find out where you're located, how to contact you, your opening hours and importantly, if you have any reviews.

If you don't yet have a Business Listing, you'll need to apply for it through Google. If you do have one, make sure it has the correct details for your website, phone number and Google Maps location. Your Business Listing is where your prospective clients will find reviews.

While retail businesses commonly receive plenty of reviews, for professionals it's often a case of needing to ask your clients to write a one.

Reviews (particularly five-star reviews) are important as they bolster your Google search rating. You can then re-purpose your Google reviews as testimonials on your website.

If you don't know how to check your Business Listing, ask a client for a review or provide instructions to your clients for posting a review, contact us for a copy of our *How to Ask for a Google Review* guide.

#5 Update your Professional Profile

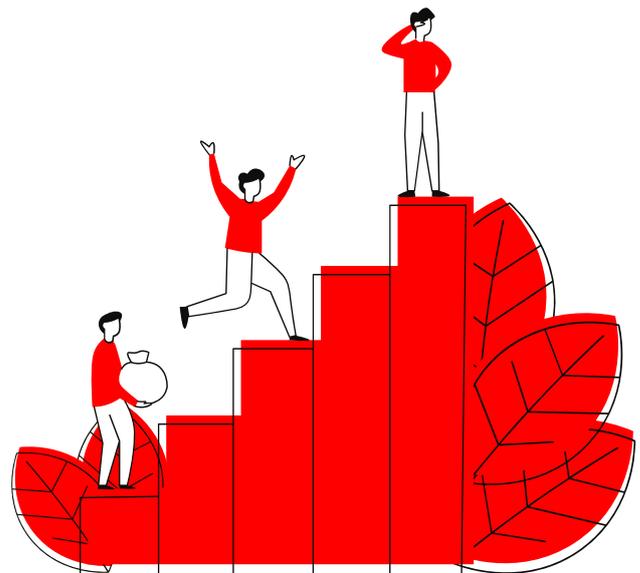
People do business with those they know, like and trust. In this new world of online business dealings, establishing trust is key.

The thing about trust is that it must be earned or demonstrated. This starts with your professional profile. If it's been a while since you updated your profile or those of your key team members, there's every chance the details are out of date.

Initiating trust involves more than a soulless list of details. Your professional profile needs to be a genuine expression of your credentials and experience, the clients you are most able to help, and your good character.

You also need a recent professional photograph. This is the 'know' part. Clients and prospective clients need to recognise you and understand that there's a real person and team, behind the services on offer.

The 'like' comes from posting meaningful messages to your business social media and sending helpful direct emails.



Next Steps

If you've found this guide helpful, please pay it forward.

If you don't have time to implement some or all of these suggestions, please ask for help.

Be mindful of cost, but consider it an investment in your business survival now, and your future success later when this is over.

While we all need to practice social distancing, finding ways to communicate with your clients will mean you don't end up client distancing too.

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