



Adapting Your Message During An Uncertain Time





Welcome from Green Apple!



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Today's Purpose

- We want to help you take the right message to market.
- We have 5 easy steps to help you do just that.
- We want to be a resource and offer a helping hand.
- We will offer a free one-hour phone consultation, as well as a message and tactic audit to anyone on this call who is interested.
- Email Info@GreenAppleStrategy.com for this presentation or to schedule your Zoom meeting.



Core Step 1: Pause All Efforts

Pause all efforts immediately.

- Pause all scheduled social media.
- Pause scheduled email campaigns.
- Pause any personal outreach you are doing until you evaluate your efforts and message.



Core Step 2: Audit All Efforts

Audit all content marketing efforts.

- This includes content that is live on your blog and social, as well as scheduled content and future content.
- Review your content marketing calendar. What have you created? And what were you planning to create?
- Can this content be altered and used now or in the future?
 - Hang tight. We will dig into the actual topics in step 5.



Core Step 3: Define Your New Objectives By Audience

Define your new communications objectives for your current customers and potential customers.

- Who are you speaking to?
- What do they need to hear right now?
- What product or service do you offer that matters to them during this time?
- Keep in mind—their needs have changed!



Core Step 3: Define Your New Objectives By Audience

Define your new communications objectives for your most important audience—YOUR STAFF!

- Analyze your internal communications just as you have analyzed your external communications.
- How are you communicating with your staff, and what do they need to hear from you during this time?



Core Step 4: Determine Your Channels

Before you start creating new content, let's make sure you are on the proper channels.

- Stay active on email, social media, and your website.
- Get active on YouTube and use video!
- Host all meetings via Zoom video—don't opt for a call.
- Get creative!



Core Step 5: Build Your Messaging

Now it's time to dig in and create the right content for the time.

- Put yourself in other's shoes—employees, customers, and clients.
- Remember that each person's financial and health situation is different.
- Update your tone and message to be empathetic, sensitive, and informative.
- Communicate thoughtfully and consistently.
- Avoid messaging that could seem boastful or sales-driven.



Industry Case Study: Hospitality

Includes such businesses as:

- Restaurants and Bakeries
- Hotels, AirBNBs, VRBOs
- Music Venues and Bars
- Entertainment and Gaming Venues
- Event Venues

Case Study: Hospitality

Situation Analysis: With foot traffic effectively eliminated due to social distancing, events canceled, and many merchants forced to turn to online-only sales, the hospitality industry has been facing some of the greatest pressure from the COVID-19 health and financial crisis. In an already competitive landscape, it's especially crucial now to consider creative marketing strategies to bridge your revenue map.

Primary Channels	Primary Messaging	How to Get Creative
<ul style="list-style-type: none"><li data-bbox="79 517 330 547">● Social Media<li data-bbox="79 594 295 663">● Email Marketing<li data-bbox="79 707 349 737">● Video Content	<p data-bbox="421 478 1232 645">Appeal to Your Base—Consumers are often deeply connected to this industry—it's their favorite restaurants, bars, boutiques. Call on the power of community for support. (Social media can be especially effective here.)</p> <p data-bbox="421 699 1199 823">Get Creative with Resources— If you own a fitness studio, can you rent off your equipment? If you own a restaurant, have you tried a delivery special?</p> <p data-bbox="421 877 1199 1001">Gift Cards, Gift Cards, Gift Cards—If you are not able to offer your service now, encourage consumers to buy gift cards to bridge the revenue gap.</p>	<p data-bbox="1271 478 1850 554">Teach your customers how to make your house cocktail on Instagram Live.</p> <p data-bbox="1271 609 1856 729">Offer a new menu item that is exclusively available for takeout and promote on social media.</p> <p data-bbox="1271 787 1856 820">Run flash sales for bookings in Fall 2020.</p> <p data-bbox="1271 877 1850 1045">Host Instagram Live concerts with musicians who regularly perform at your venue. Include a CTA for pay-what-you-can donations.</p>



Industry Case Study: Consulting

Includes professional services such as:

- Financial Services
- Human Resources and Staffing
- Marketing
- IT

Case Study: Consulting

Situation Analysis: You are probably fielding many client questions about how this crisis impacts their specific situation. You are likely already set up with the tools to work from home and, therefore, your work continues. Your challenge is how to maintain client relationships during this tumultuous time, spotting opportunities for both them and your business.

Primary Channels	Primary Messaging	How to Get Creative
<ul style="list-style-type: none"><li data-bbox="79 532 388 565">● Email Marketing<li data-bbox="79 609 330 642">● Social Media<li data-bbox="79 685 272 718">● Blogging	<p data-bbox="469 492 1132 661">Be Steady—The information you shared with your client yesterday is likely to have changed. Communicate regularly in the face of a rapidly evolving situation.</p> <p data-bbox="469 716 1164 836">Be Clear—Your client is likely feeling information overload. Be concise and clear when you can and go into detail when you need to.</p> <p data-bbox="469 891 1170 1016">Be Empathetic—Encourage your clients to find the silver linings by sharing positive actions they can take despite—or in light—of the crisis.</p>	<p data-bbox="1213 492 1846 574">Craft a blog post on how to stay connected with your consultant while social distancing.</p> <p data-bbox="1213 628 1856 749">Host a webinar on everything your clients need to know about the COVID-19 crisis with an open forum Q&A.</p> <p data-bbox="1213 803 1605 836">Create Zoom “office hours.”</p> <p data-bbox="1213 891 1866 1016">Conduct Instagram or Facebook Live consults where anyone can ask questions—you never know when a new client might be watching!</p>



Industry Case Study: Healthcare

Includes such entities as:

- Hospitals
- Clinics
- Pharmacies
- Rehabilitation Centers
- Group Practices

Case Study: Healthcare

Situation Analysis: The healthcare industry has made an aggressive switch in operations and day-to-day business. Now more than ever, the public is looking to this industry for any and all information surrounding medical findings for the solution to the COVID-19 pandemic. Healthcare organizations have the opportunity to be an output for guidance to the public about when, where, and how they should seek care, as well as using these marketing strategies to position themselves as a thought leader.

Primary Channels	Primary Messaging	How to Get Creative
<ul style="list-style-type: none">● Media Relations● Website Updates● Podcasts● Videos● Email Marketing	<p>Patients and Community</p> <ul style="list-style-type: none">● Be consistent. Utilize brand guidelines.● Utilize your resources. Clinical leaders can help to interpret the best guidance available at the moment. Establish yourself as an informational tool for your local community by proactively answering questions.● Keep online portal updated with information. <p>Internal Staff</p> <ul style="list-style-type: none">● For those who will frequently interact with patients, provide staff with up-to-date talking points about organizational policies and procedures to deliver consistent messages.	<p>Think ahead of time. Prepare content ahead of time for worst-case or anticipated scenarios. This could be press releases and content for the website when the organization needs to make a statement.</p> <p>Establish a "Coronavirus Digital Resource Center."</p> <ul style="list-style-type: none">● (i.e. FAQs, a Coronavirus Hotline, a chatbot-guided user search, and links to the latest news and expert advice on the virus)● Informational videos about COVID-19 and how viruses spread



Industry Case Study: Early Childhood Learning

Includes such entities as:

- Day Care Centers
- Early Childhood Education Centers
- Preschools

Case Study: Early Childhood Learning

Situation Analysis: Childcare services are essential year-round for many families around the world; however, during a crisis like the COVID-19 pandemic, unfortunately, childcare is not always considered an essential business. The challenge here is effectively communicating with your parents, staff, and even students during this time, while maintaining brand awareness, a quality reputation, and reinforcing positivity.

Primary Channels	Primary Messaging	How to Get Creative
<ul style="list-style-type: none">● Email Marketing● Social Media● Blogging● Media Relations● Website● Parent Communications App	<p>Be Transparent and Sensitive—This is essential when communicating around something so important and delicate for families.</p> <p>Reinforce—Remind that the safety of your students and teachers is your top priority always, but especially during times like this.</p> <p>Be Consistent—Weekly, or sometimes daily, updates sent to parents and staff are imperative to maintaining a connection during uncertainty.</p>	<p>Daily tips for parents, related to:</p> <ul style="list-style-type: none">● Maintaining normal schedules● Continuing at-home education● Providing entertainment and bonding activities to connect <p>Use a hashtag to tie all your content together and build a community when it's needed the most.</p>



Industry Case Study: Cybersecurity

Includes such entities as:

- Information Security
- Risk and Compliance Management
- Managed Security Services

Case Study: Cybersecurity

Situation Analysis: As the number of stay-at-home orders rises world-wide, we're seeing an increase in a newly-remote workforce. Because of increased risk due to remote-working, the cyber and information security industries will now be in need more than ever to protect those who aren't sure even what to protect themselves from.

Primary Channels	Primary Messaging	How to Get Creative
<ul style="list-style-type: none">● Email Marketing● Social Media● Blogging● Media Relations● Website● Podcasts● Webinars	<p>Honest, data-driven messaging for this industry is key.</p> <p>Remain Positive—Overall messaging should focus on being proactive in order to avoid being attacked.</p> <p>Be Proactive—Saying things like, “Investing in security now will save you money in the long run” are key to help businesses understand why it’s important to take precautionary measures.</p>	<p>Promote downloadable checklists by targeted industry.</p> <ul style="list-style-type: none">● Is my business’ remote-work environment secure? <p>Utilize digital advertising to get in front of businesses looking to set up remote work environments.</p>



Let's All Come Together!

We're all going through this, so don't try to go it alone!

- Lean on others, and don't be afraid to ask for help.
- Offer your support and special talents.
- Keep your audiences updated.
- Communicate thoughtfully and consistently.
- And remember—this, too, shall pass!
- Let's learn something from this and make it a positive!



Contact Us

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(Please leave a voicemail, and we will return your call promptly.)