

7 Cs: CRISIS COMMUNICATIONS DURING COVID-19 OUTBREAK

The COVID-19 outbreak ramped up fast and has affected businesses in unprecedented ways. With little time to prepare for closures or remote work, you may have been quickly forced to set up work from home policies, stay on top of local governmental policies and adjust staffing. Add to this the need for developing COVID-19 communications to customers, employees and vendors, all while finding creative solutions to market during this trying time.

Here we share the 7 Cs—some best practices for crisis communications during this time of uncertainty. If you have questions, concerns or need our help, please feel free to reach out to us.



Communicate

This global pandemic has been stressful. Let your customers know what you're doing to help. Tell them about changes to your services, any increased safety and cleanliness measures you're taking, and donations or community support you are offering. Try to reduce their stress, not add to it.



Show You Care

This is a stressful time for everyone. Keep that in mind with all communications. Customers may have more questions, concerns and yes, even complaints now. Most people are not at their best in times of crisis. Show you care; it pays to be kind.



Be Clear & Concise

Your customers are being bombarded with communications, so be sure you get right to the heart of what you are sharing. Keep it simple. If action is required on their part, clarity is key.



Check In

Even if you are working reduced hours or have had to suspend business temporarily, your customers need to know you are available. Pay attention to your social media and other messaging platforms. Return queries in a timely manner. If you aren't hearing from your customers, reach out to them. Don't disappear.



Contribute

There is a lot of misinformation out there; help the community by contributing valid, helpful information. Stay within your brand's identity and area of expertise. Be a thought leader in areas within your established domain.



Stay Current

Follow your local, state and federal news and learn how it affects your business, your employees and your customers. This will help ensure you provide current information in a timely fashion, and ensure your decisions are based on the latest intelligence.



Customize

Whether it's a pitch to the media or communications to your constituents, one-size messaging does not fit all. Customize your communications for each audience.

**We know you have a lot on your mind during this challenging time.
Please let us know if we can help lighten your load.**



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