

6 RS FOR THE ROAD TO BUSINESS RECOVERY AFTER THE COVID-19 OUTBREAK

PREPARE NOW FOR POST-PANDEMIC COMMERCE

While there was little time for businesses to prepare for closures or remote work when the COVID-19 crisis struck, you can, and should, be preparing now for what comes next: re-opening for business. As they say, this too shall pass, and when it does, the best way for businesses to rebound is to have a marketing, advertising and public relations plan in place to prepare for post-pandemic commerce.

Here we share our 6 Rs—strategies to put in place now so you're ready to roll when we return to business as usual.



Relaunch Your Business

Don't be shy about making a splash! Consumers are eager to re-engage with the world—give them a reason to come see you. Let them know how and when you'll be restarting so they know what to expect. Plan a special grand re-opening event, sale or special. Have a plan in place to spread the word via advertising, social media, direct mail, email and more.



Reactivate Your Advertising

Many businesses pressed pause on their advertising during the pandemic. However, media consumption is at an all-time high, including television, radio, digital and over-the-top (OTT). Resume now with a campaign designed to keep your brand top-of-mind with consumers, or take time to create a new campaign that will be ready when you reopen.



Recognize Your Heroes

Whether it's a shout-out to your hardworking employees or appreciation for the heroes on the front lines of the pandemic, make gratitude part of your marketing strategy. Remember to also thank your customers for any support they've shown you during the crisis. Consider branded tokens of your appreciation that can be mailed or given when they visit.



Reassure Your Customers

The pandemic threw everyone far from their normal routines, and there will undoubtedly be some anxiety when it's time to venture back out into the world. Reassure your customers that their health and safety is still your top concern. Communicate about ongoing changes you've made, such as enhanced cleaning/disinfecting procedures or social-distancing standards.



Re-evaluate Your Media Strategy

You likely had a great media strategy in place before this crisis struck. It goes without saying that we will all view things through a different lens when the dust settles, so you should also re-evaluate your previous media strategies. If you didn't have a media plan in place before, now is the perfect time to reflect and reconsider.



Reconnect to Your Mission

A lot of us spent time over the outbreak doing things we never anticipated. Whether you had to pivot to a remote work environment or even change the products or services you provided to address urgent community needs, take time to reconnect to your mission as you shift your focus back to your core business. Reflect on what you learned during the crisis and use that to revitalize your business and marketing strategies to emerge stronger than ever.

**We are here to help your business rev up and rebound from this challenging time.
Reach out and we'll make sure you're ready!**



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