



## Content marketing

- Revisit your buyer persona. How have their challenges and pains changed? How can you pivot your messaging to support their new challenges?
  - Double down on blog content. Now is the time to write, write, and write.
  - Strengthen thought-leadership outreach and brand awareness. Use tools like HARO to pitch and land podcast interviews or media snippets.
  - Send out that educational e-newsletter you've always wanted to get done.
  - Leverage the extra time and connect with your inhouse experts (i.e. product specialists).
    - Setup a webinar and live stream
    - Record a short Q&A video
    - Ask them to chat for 30 minutes about their favorite subject
- \*Reformat all this information into short blog posts, social media posts, and video reels.*
- Start a podcast and interview experts in your industry.
  - Become an expert on a specific social media channel (i.e. LinkedIn, TikTok, or Instagram). Focus on creating a strategy and consistently posting to the platform to engage the audience of the channel.
  - Beef up your reviews on external websites. Encourage your customers to leave a review and incentivize them to do so with a gift card.
  - Reach out to your customers and do informational interviews.
    - What short-term pains/concerns are they having? How can you form into new content topics?
  - Collaborate with other entrepreneurs to do live Facebook video roundtables.

## Advertising / sales messaging

- Be human; change your tone of voice to be more empathetic, listen, and write in a way that *feels* human-to-human.
- Don't stop marketing. Stand out from the crowd and stay present with your customers but be empathetic.
- Reassure your audience that you're up and running, in business, and still delivering.
- Frame your sales pitch to address immediate concerns (i.e. short-term).
- Shift your sales focus and messaging to industries that are booming (i.e. health ecommerce, health manufacturing, ecommerce, online streaming, software, education technology, sin industries, gaming industry). Or also investigate these;
  - Subscription box companies
  - Software companies - need to be specific here
  - Ecommerce companies - need to be specific here



# MTC | The Content Agency

*Accelerate your digital business growth*

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- Online conferencing/telemedicine
- Online education companies
- Online gaming
- Addiction treatment centers
- At-home fitness equipment/gym memberships (ex. Peloton, NordicTrack)

## **Brainstorm new services**

- Do a service pivot. Take advantage of new opportunities (i.e. digital downloads, 1:1 emergency phone debrief or paid workshops). But be cautious to not profit off misery.
- Prepare for a recession by growing your prospect pool; in other words, don't stop looking for customers.
- Be ready to pivot within a quarter. "B2B account-based marketing vendor Demandbase is doing much the same. Although the sales team is currently on track to hit quarterly goals despite the pandemic. We are being realistic that things may shift and are fully prepared to address any changes."
- Restructure payment plans (i.e. subscription-based or longer payment periods) to make payment easier for customers. Extend free trial periods. Offer more flexibility.

## **Great resources**

B2B marketing -

<https://www.b2bmarketing.net/en-gb/resources/blog/how-create-b2b-content-new-normal>

Solar technology - <https://www.mtcthecontentagency.com/marketing-covid-19/>

Content provided in this document are both original ideas by MTC | The Content Agency and also taken from various thought-leaders on the internet. We do our best to quote sources accordingly but it might not always be the case in the document. If you have questions, please reach out to Megan at [megan@mtcthecontentagency.com](mailto:megan@mtcthecontentagency.com).