



**LAKE NONA
REGIONAL
CHAMBER**

Marketing
AFTER A PANDEMIC

**PREPARED BY THE LAKE NONA REGIONAL CHAMBER OF
COMMERCE, MARKETING COMMITTEE | MAY 2020**

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UPDATE CUSTOMERS/CLIENTS

Update your customers or clients on changes in your operations. Communicate any **hours, service, safety protocols, or operation updates** that have been made on:

- Your website
- Email lists
- Social media accounts
- Google My Business
- Online directories such as **Lake Nona Chamber**, Yelp, etc.

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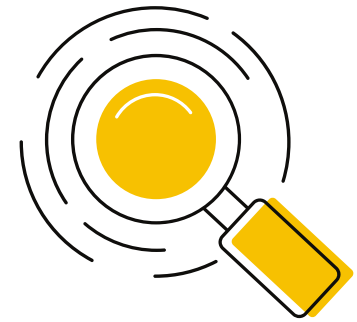
Redirect MARKETING BUDGETS

Redirect your marketing budgets to digital marketing from expenses like:

- Trade shows
- Travel
- Conferences
- Office space rent
- Television
- Radio

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FOCUS ON *current* CUSTOMERS



- **Ask for reviews & testimonials**
- Share client spotlights on social media
- Offer rewards or start a loyalty program
- Create incentives to buy now with additional perks
- Create virtual consults or offers

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UPGRADE *Remote* LIFE

Tools you can use to make working remote easier.



Allows you to see live video
(can record as well)



For large file sharing



Perfect for quick chats with the
team or engaged clients. Can create
a channel for each client.



Quickly record on screen videos and get
a link to share via email, text, etc.



For large file sharing



CamScanner

Turn your phone into a scanner

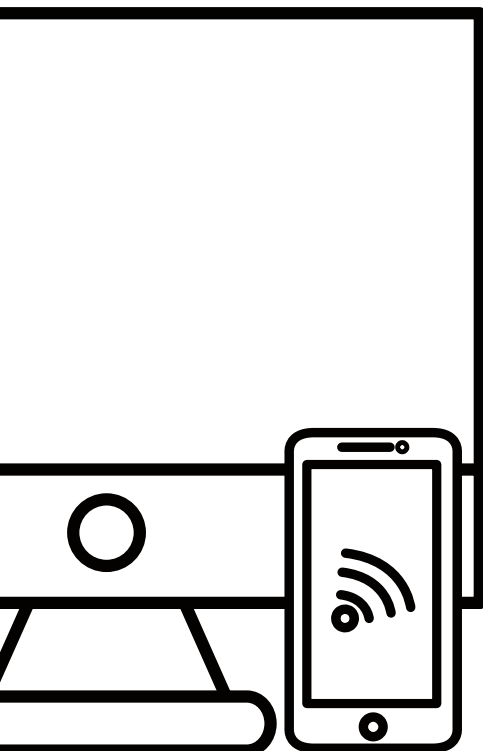
5

OPTIMIZE DIGITAL MARKETING

- **Email marketing:** Improve personalization and focus on relevancy, speed, conciseness, and usefulness.
- **Content Marketing:** Invest more time, money, and effort in content marketing since clients/customers are likely to demand more value.
- **SEO efforts** need rethinking since Google algorithms are likely to tighten.
- **Build e-commerce** functionality on your site so customers can order your goods and services directly

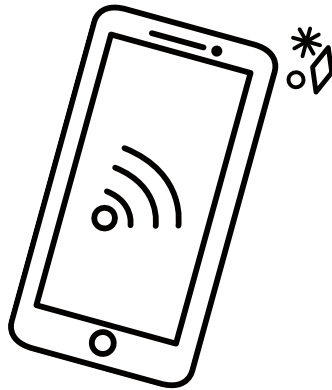


- **Offer Free Shipping** or Delivery if possible
- **Add functionality** to your website so users can easily book virtual appointments
- **Offer webinars** in place of face-to-face presentations
- **Implement an online chat tool** so online buyers and browsers have a way to get their questions quickly answered
- **Post a comprehensive** online FAQ on your website



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ADJUST (DON'T STOP) MARKETING CAMPAIGNS



- Determine what to pause right now
- Consider what to pivot or prioritize
- Remove or avoid the use of visuals where people or crowds are touching
- Reframe your marketing language that may describe a close interaction with others
- Swap out your visuals if needed
- Closely manage certain spending with refreshed ROIs on new cost levels

Bonus

VIRAL PANDEMIC SOCIAL MEDIA TRENDS:

DIGITAL INTERACTION IS HERE TO STAY

- Post-Pandemic Memes
- TikTok App Videos
- Quizzes
- Polls
- Giveaways
- Baking Recipes
- Dalgona Coffee
- Contactless Delivery Options
- Instagram Story Challenges
- Don't Rush Challenge Videos
- #UntilTomorrow

The idea of this trend is exactly as its name states: post an embarrassing picture of yourself with the caption 'Until Tomorrow' and keep it up on your Instagram for 24 hours, until the next day.

