



Easy, free essentials for your digital marketing right now.

Website hygiene. Staying connected
on social media. Email campaigns.





Website hygiene.

Right now, your website is more important than ever. With huge disruptions to businesses, customers are looking for clear and up-to-date information including opening hours, if your product/services are still available, if those products are safe, if delivery is available, etc.

Your website is usually the first port of call for this info.

Here are some simple, but essential things you should have on your website during coronavirus shutdown.

- **Update opening hours or temporary closures** – make it clear that customers know these have been updated with a message like ‘new trading hours’ or ‘COVID-19 business update’.
 - **Update contact details** – if a landline number for the office is listed on the website consider diverting it to a mobile number.
 - **Create a pop-up or dedicated page** – inform your customers about specific changes to your business as a result of COVID-19 – there could be an opportunity to add a “subscribe to email” button if you wish to update your customers through email marketing.
 - **Update your FAQ page** – if you have a FAQ page, consider updating this with COVID-19- related questions e.g. how your business practices are adapting to restrictions.
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- **Update stock lists** – if you have an e-commerce store, ensure your products are available and your stock lists are up to date.
 - **Add social media handles and links on your website** – ensure these links are up to date and click through to your socials. Add a call-to-action like, “Follow us to find out the latest news and updates”.



Website hygiene.



And don't forget there's opportunity here too.

With more traffic on your site, it's important your business presents well. While customers are searching for essential information, they are also getting a feel for your brand, so anything you can do to make your business look great is a bonus. Try things like:

- **Adding customer testimonials** – Contact your loyal customers and ask if they'd be willing to participate in a testimonial for your website.

With support for small business strong, this would probably be something they'd love to do. If you can get them to send a photo of themselves to feature alongside the testimonial that's a bonus!

- **Try adding videos of you and your team in action** or talking to camera about your passion for the business. They is a great way for customers to get to know you and keeps website traffic on page for longer, which helps with your Google ranking.

Your website isn't the only places customers can find you, so make sure you update your hours, contact and location details everywhere your business is listed from online business directories to your social accounts.



Staying connected on social.

Prolonged isolation requires us to adapt our social practises and find new ways to stay connected. This also means businesses need to look at new ways to engage their audience.

With social media usage increasing dramatically, it's essential your business is part of this conversation.

- **Social media is king during COVID-19** – Get your business a social media account if you haven't already!

Decide which platforms are right for your audience. Don't make assumptions about where your customers spend their time online.

Try searching online for current and credible social media demographics.

- **Post meaningful, encouraging and uplifting content** – Stay true to your brand and communicate with your customer in a sensitive and authentic manner.

Social media is a grass roots, community led form of communication so sharing posts on how you and your team are working from home or uploading pics of what you're doing hygiene wise, while quite personal, are perfect for this kind of forum.

- **Share interesting articles and relevant content from other accounts.** You don't always have to come up with an original post. Sharing something meaningful is a great way to engage your followers and shows them that you're informed and part of the social community.



- **Get creative with your posts (even as a beginner)** – If you don't have design skills, you can use graphic design platform, [Canva](#), to create simple social media graphics, digital presentations, email headers and other visual content. It's free to use and has pre-designed templates and photography that you can style to your brand.



Email campaigns.

Email marketing is very powerful for SMBs during these uncertain times. It allows businesses to directly communicate and update their customers on how COVID-19 is affecting their business operations, employees and customers. And with social distancing, it allows you to stay connected with customers, even if they can't actually see or visit you.

However, in the current climate, treading lightly is the way to go.

Here are some top tips for connecting through email:

- Email updates – If your products or services are impacted by COVID-19, then your customers would appreciate an email update.

However, there's an overload of coronavirus emails in inboxes at the moment, so it's important to make sure you're delivering useful and meaningful info.

For example:

- Your services have been impacted or changed in some way.
- What you're doing to help your customers.
- Don't send an email if it doesn't affect your business, employees or customers – right now email subscribers are being bombarded with emails about COVID-19. You don't want to encourage email 'unsubscribes'.



Tips on how to write a COVID-19 related email.

- Make it personal and relevant to your customers. If you can segment your different customer categories and write specific emails for each of these, even better.
- Keep it clear, concise and easy to skim. Bullet points and paragraphs with headers and that are not longer than three sentences are great.
- Put an emphasis on community, care, and connectedness – but only if it's genuine and you understand and mean what you're saying.
- Ensure you're honest about the gravity of the situation.
- Use emotional tone, but stay true to how you would usually communicate to your customers.



Email campaigns.



Marketing ideas for email campaigns.

Once all the coronavirus update emails start to thin, you have an opportunity to reach out to your customers and reconnect with a well planned email or ongoing campaign. Here are some tips on how to approach this.

- How do the services and products you offer fit into the current climate? Can you create value packs or discounts that customers will care about right now? Things like free delivery, buy in bulk and save, free hand sanitiser (if you can get it!) are all relevant right now.
- You don't have to communicate an offer. You could base your email around helpful content like a blog post or a DIY checklist that relates to your business offering.

To create a sense of community and extend your database, collaborate with other local SMBs that your customers might be interested in and send out a joint email, highlighting your collaboration and how this could benefit your customers.

For more tips and advice on digital marketing, head to the yellow.com.au/business-hub or call our Melbourne team on 1800 468 577.