

SMALL BUSINESS MARKETING DURING A PANDEMIC

Helping, not selling.

FOCUS ON BUILDING RELATIONSHIPS

Companies should be serving their communities, employees and customers right now - they should not be trying to sell. Short-term sales are in bad taste, creating artificial scarcity in a world where there is real scarcity. Just be real, help out where you can and don't try to sell right now.

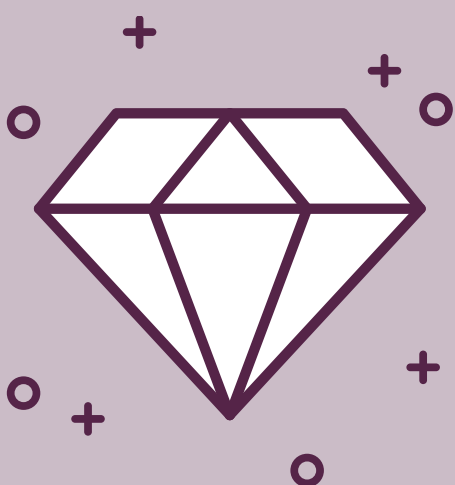


DO MORE GOOD

Some factories have retooled their machines and pivoted to meet the demand for masks, sanitizer and other necessary equipment. Other small businesses like a dry cleaner in Texas are authentically doing good, dispatching delivery vans to help with essential services, etc.

CONTINUE TO TELL YOUR BRAND'S STORY

Just because customers may not be able to come into your store, or fewer customers are coming out, does not mean that you can't continue to share your story with your customers. Social media is GREAT for allowing customers to learn about you and keep up with your company and your team throughout this pandemic.



ADD VALUE TO YOUR CUSTOMERS' LIVES

Prioritize original content creation geared towards adding value and focusing on your customers needs. When content is relevant to your audience or customer, they are more likely to share it.

**RELATIONSHIPS,
GOOD WILL,
STORYTELLING
& VALUE.**

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COMMERCIAL DIVISION

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