



## THE POST-COVID MARKETING CHECKLIST YOUR BUSINESS NEEDS TO TICK OFF.

With Covid restrictions being removed it now seems we are on our way back to some sort of normality. Travel is beginning to flourish again, hospitality is now opening up, and businesses, for the most part, are returning to the workplace.

However, peoples' attitudes and actions have all been influenced by the unprecedented events of the last two years - and how prospects react to marketing is no different.

What worked pre-Covid might not work as effectively post-Covid. Mindsets have shifted - new expectations, habits, challenges and needs have altered the consumer landscape.

The market has evolved and you need to evaluate if your marketing strategy and tactics are still appropriate and what might need to be adjusted, amended or totally rethought.



**NEW NORMAL**

## AN ESSENTIAL MARKETING CHECKLIST FOR THE YEAR AHEAD

Here are a few questions you should ask.

### Have you reviewed your customer landscape?

The foundation of every good marketing approach is a strong understanding of the target audience. You need to know what your customers want and need if you're going to be successful.

The restrictions imposed by Covid have changed those wants and needs in significant ways. Your prospects have had to modify existing practices and adapt to doing things differently, finding new ways to shop, work, and interact with each other.

Today, added value and a seamless customer experience are no longer niceties, but expected. In order to thrive, businesses must ensure that they are continually evolving and delivering what today's customers demand - convenience, affordability and accessibility.



### Are your competitors still your competitors?

The unfortunate truth is that many companies have been unable to survive the pandemic. Many more have had to adapt their business model due to a substantial drop in revenue. Many new businesses have been launched and are thriving after identifying new niches borne out of the pandemic.

If you haven't already, your business must re-evaluate where you currently sit within your market, relative to your **current** competitors.

Importantly, if your competitors are now thriving, what are they doing that you're not?

### Do you need to reconsider your marketing mix?

Significantly, the pandemic put social media at the forefront of most businesses outreach strategies because it was the most efficient and accurate way of reaching audiences.

This continues to be the case and it is therefore imperative for businesses to build and maintain a strong social presence.

However, it is important to remember that when creating social content, it needs to be implemented as part of a carefully thought through and planned content strategy focusing on the right messaging through the right channels.



**Top Tip:** If you aren't currently using Video on your social media channels, it is time to start. Video marketing significantly increases engagement with brands, messaging, products and services.

## Does your Brand still align with customer priorities?

Is your Brand still aligned with your target audiences? Does it represent your current business ethos? Does it fully communicate your current services?

If you're going to create engaging and effective marketing post-Covid, you need to know that your potential customers are still engaged with you as a brand.

Almost every business has had to make Covid-driven adjustments and the majority of these are still relevant. Customers continue to value brands that communicate safety, togetherness and community. Make sure that you incorporate a general sense of empathy, compassion, and adaptability, wherever you can.

**Top Tip:** Use content marketing to highlight the ongoing transformation of your Brand and craft stories to show your audience that you're evolving with them.

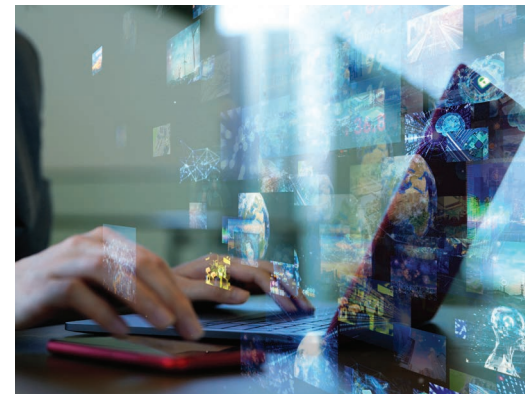
## Is your messaging still appropriate?

A marketing message that was perfectly acceptable twelve months ago could very likely be perceived in a negative way today.

Overtly, sales and promotional-led messaging no longer works as effectively as it did. The pandemic has taught us many things, but the most important is that audiences just do not want to be sold to.

They demand more from their company of choice, they want you to be empathetic to their challenges, add value, provide industry insight and education - with a first class customer experience.

Essentially, companies need to show that they understand their audiences current needs, wants, obstacles, issues and opportunities. They will do business with brands that they think listen to them and are aligned with their outlook.



## Is your website still doing its job?

Covid isolation forced people to spend more of their personal and working time online - in fact, internet use continues to be the highest it's ever been. So it's now more important than ever to match this demand and ensure that your website provides an efficient and effective user experience.

Ensure your messaging is still on-point, your tone of voice still appropriate, your facts and figures still accurate and your personnel/contact details still up-to-date.

Undertake some behind the scenes housekeeping and do an audit of your website's xml site maps, SEO tags, page link structure, page load times, image format and compression, CMS and plugin versions, and website security - look at all areas that can improve the functionality, performance and usability of your site.

**Top Tip:** Optimising the mobile version of your website should also now be a priority - Google's 2020 update means online businesses are now indexed on how their mobile version performs.

## Is your Website's SEO still pulling in the customers you need?

People are now largely depending on digital platforms, particularly for purchasing.

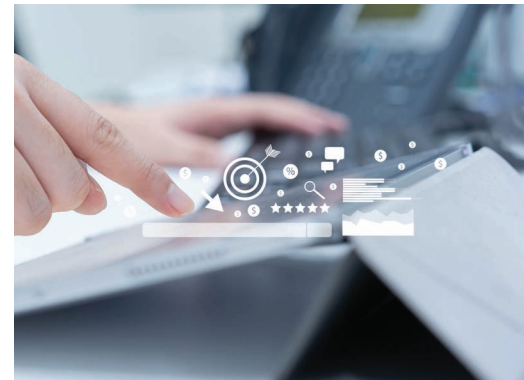
With this dramatic change in customer's online habits, it's essential to ensure your SEO has kept pace and that your website is fully optimised for the most current, appropriate and relevant search terms - the terms which really matter now.

It could be the difference as to whether or not you now get chosen over your competitors.

## Are your Google PPC campaigns achieving the results they were pre-COVID?

Similar to SEO, PPC campaigns are built on the key words and phrases your target audience are using in search. PPC can be one of the most effective tools for driving website traffic, generating leads and promoting awareness, but just like SEO it needs constant monitoring, management and updating to optimise its performance.

With the major shift in how businesses are now operating and how they are now communicating to their audience, your PPC campaigns probably need serious review too.



## How current and accurate are your data lists and CRMs?

During the pandemic many companies have had to make difficult decisions - making redundancies, down-sizing or relocating offices and making the shift to part-time workers. This has made reaching prospects for B2B marketing problematic, particularly if companies are relying on their own, pre-Covid, data lists or CRM information.

The data that you have purchased or accrued organically is now very likely out of date and continuing to use it is simply a waste of time, money and resources.

It's a mundane and laborious task, but every business now needs to re-assess and verify their customer data to ensure they are working with accurate details.



## CONCLUSION

Marketing, and the way people do business, has fundamentally changed at least in the mid-term and probably forever.

So while marketing strategies have to be adapted, whether we're marketing to individual prospects or massive organisations, the goals stay the same - to generate brand awareness, increase leads, create customer loyalty, and ultimately grow and scale your businesses.

And the key to success is to not get left behind.

If you don't have the time or expertise in-house, engage with a marketing agency who has the expertise you need to help you execute the review and updates your business needs to thrive.

MC+Co have worked with many businesses both large and small to build and implement impactful marketing strategies. You can be confident that whatever your particular project demands, we can deliver.

If you're still not exactly sure where to begin with your marketing review, why not give us a call. We will happily provide advice on what your business needs to do to drive post-Covid marketing success.



**WANT TO TALK ABOUT MARKETING  
YOUR BUSINESS POST-COVID?  
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