Many small business owners are in isolation: quarantined with their families, homeschooling their children, and practicing safe social distancing. Suddenly, everyone is a pro at Zoom meetings, conference calls, and webinars. But, for those who can’t deliver curbside or aren’t considered essential, there is a lot of worry about how to market their business while the doors are closed. In reality, nearly everyone’s business has changed and everyone wants to know what to do as we navigate this new reality.

**FOCUS ON SOCIAL**

Social media is your greatest tool right now. When people have nowhere to go, they will turn to the Internet to research, to buy, and to explore. This is the perfect time to consider how to reach your customer digitally. If your product isn’t a transactional sale, now is the time to build your brand and create brand loyalty for future purchases.

**MAKE SEO IMPROVEMENTS**

Other marketers suggest that you divert the money you might normally spend on trade shows or one-on-one visits to making SEO improvements. Reallocate your budget to improving your rankings, traffic, and click-throughs will pay off when the pandemic is over.

**OTHER SUGGESTIONS**

Other simple suggestions involve changing delivery methods, or partnering with other businesses to create a new value proposition. Encourage product bundling with discounted prices or offer prompt pay or cash-in-advance discounts.

**KEEP MARKETING**

Don’t completely refrain from advertising or reaching out via email blasts or mailings. According to Lynda Applegate and Bruce Harreld, in a Harvard study after the recession of 2008-09, “Companies that survived - or even thrived - during the times of crisis were the ones that kept investing in effective marketing and market research.”

“When people have nowhere to go, they will turn to the Internet to research, to buy, and to explore. This is the perfect time to consider how to reach your customer digitally.”

**ADAPT YOUR MESSAGING**

So, continue to write newsletters and blogs, but be sure you adapt your messages to meet the current needs and reality of your customers. How has this crisis affected your customer’s business and how has it affected your product or service? Are you communicating these changes to your audience?

For links to the articles referenced above and other pandemic marketing information, click here.