



# Digital Marketing Checklist

Tips to help your business during Coronavirus

# If your business isn't able to trade...

## ✓ Update your customers

Make sure that everyone knows about your current situation – update your website and online listings as well as post to all your social media accounts. Remember to update the opening hours, products and services, delivery information and anything else that may have changed. Google allows you to label your business as temporarily closed.

## ✓ Keep conversations going

If you have been forced to close due to Government guidelines your customers haven't gone elsewhere! Carry on engaging in conversations with customers through social media to keep your business front of mind for when things get back to normal.

## ✓ Post useful content

Look at the success Joe Wicks has had with his YouTube PE sessions, barbers have been creating videos on how to cut your own hair, beauty salons have been showing people how to care for their nail extensions. Not only does it keep your current customers engaged but it could also open you up to a whole new audience.

## ✓ Ask for reviews

A lot of people are stuck at home with more time on their hands, your customers will understand the challenges you are facing now and will want to help as best they can. Now is a better time than any to reach out to previous customers and get reviews!

## ✓ Update your website

Have you got new images you can add? What about testimonials and case studies? Getting new, relevant and engaging content on your website will help it look good and perform better online.

## ✓ Website housekeeping

Get a [free health check report](#) from Yell on your website for recommendations on how to improve its performance online. There may be some things you can easily fix yourself, and you can make plans for any bigger changes when things return to normal.

## ✓ Online reputation housekeeping

Run a [free online reputation scan](#) from Yell find out how your business is represented and reviewed online, and build a plan for any changes you might want to make.

## ✓ Plan for recovery

Make sure you have a solid plan in place for when things get back to normal, such as what can you do to retain your previous customers? such as competitors may cease trading, so are there things that you can do to adopt their customer base? Could you organise a reopening event or even look to book customers in now for when you are trading again?

[Click here for tips on productive things to do during a quiet spell.](#)

# If your business is still trading...

## ✓ Stay safe

Take steps to ensure that you protect the health of yourself, your employees and your customers by following Government and World Health Organisation advice and best practice recommendations.

## ✓ Inform customers

Make sure that everyone knows you are still trading –update your website and online listings as well as posting on all your social media accounts. Remember to update the opening hours, products and services, delivery information and anything else that may have changed.

## ✓ Reassure customers

Let them know what steps you have taken to comply with Government advice. Makes sure this is immediately apparent on all paid advertising, your website, across your business and social media. Consider making a COVID-19 FAQ page on your website answering common questions and concerns.

## ✓ Trust is key

Now more than ever, consumers want to work with businesses they can trust. Focus on getting regular positive reviews from customers, and make sure the information you are giving is consistent across the internet.

## ✓ Invest in additional digital marketing

If you have spare capacity and there is still a demand for your products or services now is as good a time as any to invest in digital marketing. More people are spending more time online than ever before and the cost of advertising on Google, Yell.com and Facebook is on average cheaper than it was before the pandemic. Ensure that your business is set up to be found, chosen and trusted by potential customers online.

## ✓ Make the most of technology

Where you might previously have arranged a face-to-face meeting with a customer, you can still achieve a lot of the same things on a video call on your smartphone (e.g. using WhatsApp or FaceTime), or desktop computer and webcam (e.g. Zoom), keeping both you and your customers safe.

[Click here for tips and advice on how to take your business online.](#)

# If there is more demand for your business...

## ✓ Don't exploit the situation

The normal supply and demand laws of economics shouldn't apply in a time of crisis, so while you may be able to increase profits in the short term it could damage your reputation in the long run.

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# More information

If you would like more information,  
please call us on **0800 777 445** or visit  
**[business.yell.com](https://business.yell.com)**

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