

# Updating your marketing playbook for current events

This worksheet can help you tune in to what your clients are talking about and adjust your messaging accordingly. Since current events change regularly, consider revisiting this worksheet each month.

## Gather information

Listen to what customers are saying and make note. *Keep your ears open in your shop or office or look at what people are posting online.* \_\_\_\_\_

Come up with a list of questions to help you understand how your clients think about current events. *Try to be neutral and concise. For example: What news story are you following most closely?* \_\_\_\_\_

## Gauge sentiment toward COVID-19

Consider and make note of the following:

Are people wearing masks in your area?

Yes  No

Are people socially distancing?

Yes  No

How often do people ask you about or mention COVID-19?

Frequently  
 Occasionally  
 Rarely

How often is COVID-19 mentioned on the local news?

Frequently  
 Occasionally  
 Rarely

Looking at how you answered the previous questions, how concerned would you say our customers are about COVID-19?

Slightly  Moderately  Very

- If you answered **slightly**, consider mentioning COVID-19 only when necessary.
- If you answered **moderately**, be sure to keep your customers up to date about how you're monitoring and addressing the crisis and use words like COVID-19 so it's easy for them to find that information.
- If you answered **very**, consider messaging that helps support your customers with COVID-19 specific information, like a designated resource page.

## Marketing plan

What products or services are you prioritizing this month? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Brainstorm some ideas for promoting those products and services: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Do you need to address COVID-19 specifically? *If yes, list ideas for how. Use the questions on the previous page to help you answer.* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What other causes or issues are your customers talking about this month? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are you comfortable addressing these causes in your messaging? *List some ideas for how:* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Do a final gut check: Does the way you're talking about products, services, causes, and COVID-19 feel authentic to your business? If not, revisit some of the steps on this sheet to see if you can find a more natural way of marketing your business to your customers.

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