**OVERALL MARKETING TIPS**

How you act and appear to the world has the potential to impact your brand for years to come—good or bad. Your message matters, especially in times of crisis. You have an opportunity to make a lasting impression by creatively communicating with grace and professionalism.

1. **Take the long view.** Short-term decisions can have a huge impact on your long-term success. It is very important that your marketing messages reflect this. Release information that positions you as a resource, not a business looking to make a quick sale. Overly opportunistic moves could fall flat and damage your company’s reputation for years to come. Do what is right and stay mindful of how your decisions will be perceived and received.
2. **Be a resource.** Determine how you can contribute to your community and be a resource to people using your unique skill set. Being a resource does not mean you should expect to be paid for your efforts, though.
3. **Lean into your core values.** If you’re concerned about marketing or promoting your service during particularly difficult times, like when a new COVID-19 variant flares up, check it against your company’s core values. They are there to guide your company and staying true to them will help your brand during crises.
4. **Ensure that what you’re promoting serves a purpose without overcapitalizing on a pain point.** Don’t suddenly raise prices or change your business model if you’re not providing value and ROI to your customers, even though the business landscape is especially challenging right now. It’s up to businesses to determine how they’re going to survive, and marketing and promotion is part of that equation. Businesses that continue their PR and marketing efforts in a strategic way during crises will be set up for success.

**PROCESS FOR SETTING YOUR BRAND FILTERS**

**STAKEHOLDER IDENTIFICATION**

Who is impacted by my business? Who are our stakeholders?

1. Employees
2. Vendors
3. Board
4. Customers
5. Partner organizations

**BRAND FILTERS**

Imagine your crisis is over.How do you want each of your stakeholders to say you handled the crisis?

* Define how you want your audience to think of your brand post-crisis. This is what should guide your immediate and long-term communications.
* Write 3-5 filters that serve as a litmus test that you run ALL communications through.

**EXAMPLE BRAND FILTERS**

*\*These are the internal agency brand filters REED PR set as COVID-19 began impacting its operations.*

* We reassured our clients. We provided guidance in a time of instability.
* Our commitment to excellence was constant and turnkey. We continued our services with minimal disruption.
* We took care of our employees to the best of our ability. We were fair, humane and kind, and we acted with compassion.
* We were thought leaders and a resource, sharing creative solutions based on our industry expertise.

**Are our brand filters consistent with our core values?**

* Yes
* No – why not and how do we reconcile this?

**YOUR CRISIS COMMUNICATIONS MANAGEMENT TEAM**

Assign specific roles to team members. These roles may include designating one person to speak to external publics and another to keep your internal team fully informed.

* Who will take ownership for the overall strategy? Who will assign tasks and ensure the team stays on target?
* Who’s going to inform the c-suite and/or key stakeholders?
* Who will be in charge of monitoring and responding to social media conversations?
* Who will be handling messages that come in through other channels?
* Which executive will act as a spokesperson for the media?

**Questions?**

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