

# Checklist for Marketing in Uncertain Times

There are two areas we need to respond to in our marketing approach that are different in times that have thrown everyone upside down.

1. **Dealing with a changing market: their buying psychology and changes in needs and priorities.**
2. **Dealing with how we want to show up in the world.**
  - Your brand should show up consistently in the minds of customers but – this is a time when you need to check in on how you are showing up.

## Marketing Strategy Checklist: Part One – a Changing Market

### Take stock of where you are:

- Who do you serve? Describe your customer:

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- What's needed or what solution to a pain/aspiration do you provide?

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- What do you usually offer your customers?

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**Is what you do still relevant for the people you serve right now? Where do your customers stand? Are they still buying, slowing down or at a dead stop?**

**Here are some examples:**

- If you are selling groceries – **still buying**. People still have to eat.
- If you are cleaning peoples' houses – **dead stop**. During the global shut down you could not go into peoples' homes safely (for you or them). It is opening up right now but demand could still be down.
- What if you sell jewellery or clothing – **has buying slowed?** For wants and not needs, do your customers still have disposable income?

**Does that mean that you have to change something?**

Especially if you cannot do what you've done to date, for your existing clients.  Yes  No

## Is it time to pivot? You have 3 choices to make in this situation. If demand is off...

1. **I am not going to do anything different** (I'll assume things will get back to normal and I'll wait it out...on the savings I have... I hope).

2. **My current customers don't need what I have** – so I will find new customers who may need what I have. My new audience might be:

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- **One example:** is restaurants who are selling delivery meals and drinks (wine/beer) to customers who have cash flow or critical needs.
  - **Another example in Ottawa:** Restaurants are cooking for local food bank clients. So many need support and the food bank doesn't have enough capacity.

3. **Change or pivot my product or service to fulfill a current pressing need, which is?**

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- **For example:** Initially a handyperson could not go into peoples' houses. However, they could start a delivery service for seniors who are at risk.
  - **For example:** Some factories have retooled to produce medical equipment/keep their workers.

**Is there a product or service that you can provide to the medical community, first responders, essential workers (or others who are still employed?)**

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**If not, are you waiting it out? Are you working on your business?** What does that mean? Develop your business by getting ready for a time that people will buy again... refine your message, take the steps below.

## Marketing Strategy Checklist: Part Two – Your Brand/Image

**What is your image or positioning in the market?** What do people know about you?

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**How do you want to show up for your people when times are uncertain?**

Empathetic    Practical    Warning (reinforcing info)    Positive    Humour/Hopeful

Business as usual    Helpful/tips    Reporting (informing)    Other: \_\_\_\_\_

**Communicate with your customers:** through social, email, blogs, by phone, post videos, and check in on how they are doing.