



# 7 TOP TIPS FOR MARKETING YOUR SMALL BUSINESS DURING COVID-19

Presented by Lindsay Grace Kinniburgh, Outsourced imagination

# ABOUT OUTSOURCED IMAGINATION



Purpose-driven marketing agency.

Focusing on startups, small to medium-sized businesses.

Our mission is to 'contribute to a better future by helping businesses put purpose at the heart of their brand architecture.'

# WELCOME



LINDSAY GRACE KINNIBURGH  
FOUNDER & CMO  
OUTSOURCED IMAGINATION



# WHAT WE'LL COVER:

Areas to focus on



Important questions to consider



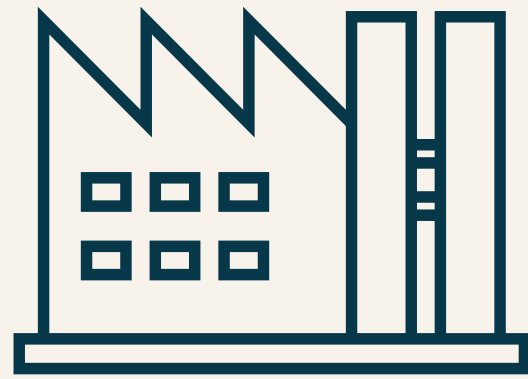
Strategic marketing tips

# SHOULD YOU BE MARKETING YOUR SMALL BUSINESS DURING COVID-19?

While the answer is bespoke to each business, there are certain marketing strategies for small businesses that can break new ground and impact your bottom line.



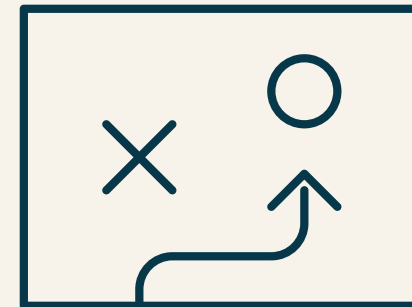
# STRATEGIES & TACTICS TO HELP YOUR SMALL BUSINESS THRIVE THROUGH CHALLENGING TIMES



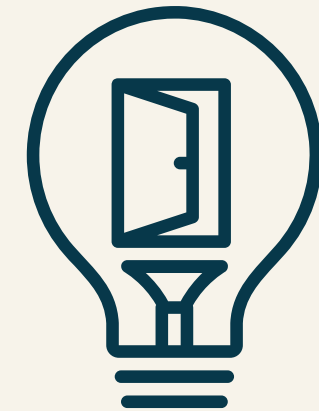
Observe your  
industry



Assess  
consumer  
behaviours



Review your  
marketing  
strategy



Search for  
opportunities

# #1 – OBSERVE & UNDERSTAND YOUR INDUSTRY

- Consider the level of demand for your current product and service.
- Observe your competitor's strategies for navigating Covid-19.
- Be aware of any government restrictions affecting your business.
- Start preparing your safety plan for reopening and don't forget to get your team involved.
- Stay aware of opportunities for grants or financial support.







## #2 – ASSESS CONSUMER BEHAVIOUR

- Recognise changes in consumer and buying behaviour.
- Nurture your relationship with your current customer database.
- Focus on loyalty and retention.
- Be aware of any new customers.
- Know your sales funnel.



## #3 – REVIEW YOUR PREVIOUS MARKETING STRATEGY

- Dig into your data, assess your past marketing and review what has been most successful for driving leads, sales, business growth and brand awareness.
- Search for opportunities to diversify your product and service range.
- Review your distribution channels and identify opportunities for selling online, via App or affiliate platform.
- To generate immediate sales, consider appealing 'buy now' promotions.
- Be open to new partnership opportunities, even with competitors.

## #4 - CONSIDER YOUR BRAND POSITION

- There is no better time to review your current branding.
- Ensure your brand identity fits with your current (and new) target audience.
- The benefits of a rebrand include building credibility, confidence, attracting new consumers and providing content to generate leads and sales.
- Is personal branding an area where you can develop.





## #5 – CREATE A CONTENT STRATEGY

- Create marketing content that demonstrates who you are and the expertise you bring to your industry.
- A content strategy is a cost-effective way to raise brand awareness, drive website traffic and generate leads.
- Content includes blog posts, case studies, videos, podcasts, and infographics, social media as well as offline content.
- Make sure your content strategy is aligned with SEO objectives.



**According to HubSpot's Marketing Report,**  
**almost 70% of businesses are actively**  
**investing in content marketing in 2020.**



## #6 – MAXIMISE YOUR ONLINE PRESENCE

- Consider the online landscape as a new frontier for opportunity.
- Search for opportunities within e-commerce, subscription services and email marketing.
- Make sure your website is user friendly and up-to-date with clear call to actions.
- Launch a portal for blogs, create articles that support your content strategy & SEO.
- Embrace social media and multimedia marketing channels.
- Utilise local marketing strategies by making sure your business is listed on Google My Business (GMB) and Bing Places for Business.



# #7 – GET SERIOUS ABOUT BRAND PURPOSE

- Keep in mind that 'purpose' is now a driving force for creating a successful business.
- If you haven't done so already, now is the time to develop an authentic brand purpose.
- Your purpose should lay at the heart of your business; it must go beyond making money and emotionally connect you with your customer.
- Adopting a brand purpose can support best practices, drive innovation, and guide meaningful purpose led marketing strategies.



**The Cone/Porter Novelli survey found that  
91% of Millennials would switch from a product  
they would typically buy, to a new product from a  
Purpose-driven company.**



# CHANGING THE WORLD THROUGH BETTER BUSINESS!



## Oi PURPOSE PROMISE

Outsourced imagination donate 5% of every  
invoice directly to our partner charity : water.



charity: water  
SUPPORTER



WE HOPE YOU ENJOYED OUR TOP TIPS!

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Outsourced imagination  
building brands with purpose

