

SURVIVAL MARKETING AUDIT

1 REVIEW MESSAGING/CONTENT STRATEGY

Paid Media



Broadcast & OTT



Over-The-Air & Streaming Radio



Billboards & Digital Banners



Social Media Ads



Newspaper



Paid Search

Non-Paid Media



Email Content



Scheduled Social Media Posts



Monitor Online Reviews



Google My Business



Content Plan

Upon Audit Completion

CONTENT CURATION
Create Evergreen Content

- Website SEO
- Write Blogs
- Customer Testimonials / Success Stories
- Planning Future Fall/Holiday Initiatives

2 AUDIT WEBSITE CONTENT

- **Use the site to communicate current situations**
 - Change in Hours
 - Ways to Shop/Connect
 - Company Response & Commitment
 - Community Service Options
- **Does all content on site still apply?**
- **Is your site mobile optimized?**
- **Landing pages** - Are new ones needed?

Other Takeaways

1. **Ensure Your Message is Relevant / Be Nimble**
2. **Work on Strategies / Initiatives**
3. **Be the Voice of Reason for Your Community**
4. **Update Existing Service / Delivery Model**
5. **Train and Improve Operations**
6. **Recruit Top Talent**
7. **Stay Calm and Stay Focused**

3 EVALUTATE BUSINESS OPERATIONS