Marketing PR & Social Media During a Global Pandemic

Tues, April 14 • 12:30pm • Via Zoom

Featuring:

sack lunch® AGENCY
KRISTEN ROSE® agency
MACMANDA MEDIA
WHAT CAN/SHOULD I BE DOING TO MARKET DURING COVID-19?

April 2020
Should You be Marketing to Consumers?

Ask yourself the following:

Is your business still relevant during this downturn? And, can reaching people help your business make a profit or increase awareness in a positive way?

If YES, what can you do to reach them, considering events/foot traffic, etc., are out of the picture?

- Video (TV and On Demand/Streaming)
- Social Media
- Online Advertising, Retargeting Campaigns
- Direct Mail (the mail hasn’t stopped)
- Other: Radio, Pandora, Eblasts, Print, Outdoor
Video (TV & On Demand)

According to Comcast Data

84% ↑ More time spent watching Video On Demand (VOD) compared to same week last year

93% ↑ More time spent watching Cable News compared to same week last year

32% ↑ More time spent watching TV during the day compared to same week last year

1 Source: Comcast Viewership Data – National Footprint compared to West Palm Beach Footprint 3/30/20 through 4/5/20 vs. same period one year ago
2 Source: Kantar. How brands can survive the COVID-19 crisis. March 2020
3 Source: Forbes. “When a Recession Comes, Don’t Stop Advertising,” 9/6/19
Social Media

Ask yourself, what does your social media look like?

According to the New York Times people are searching and entertaining themselves now more than ever.

- **27%** ↑ Facebook & Instagram use from Jan 15, 2020 - March 24, 2020
- **73%** ↑ Nextdoor.com (neighborhood/local app/website) Jan 15, 2020 - March 24, 2020
- **23%** ↑ LinkedIn Viewership (Premium Free) Jan 21, 2020 - April 3, 2020
Online/Google Retargeting Advertising

People are searching online now more than ever. Are you showing up?

Some local services are still NEEDED, such as:

- Pool Cleaning Services
- Appliance/AC Repair
- Professional Cleaning Services
- Grocery (small & large)
- Doctors/Express Docs
- Legal Needs, Employment, Injury, Family/Divorce Law, etc.
- Veterinarians
Direct Mail

The mail hasn’t stopped and local elections are over.

Similar to the retargeting ads, some services and products are still needed and can be reached by hyper targeting your local market:

- Pool Cleaning Services
- Appliance/AC Repair
- Professional Cleaning Services
- Doctors/Express Docs
- Legal Needs, Employment, Injury, Family/Divorce Law, etc.
- Veterinarians
If your business is out of commission right now, what can you do?

Ask yourself the hard question: can and will you make it through this downturn? If the answer is “ABSOLUTELY” then what can you do for your company and brand during this downtime?

At Sack Lunch, we are currently helping some new clients who realized what they can do NOW, to prepare for LATER:

- Branding/Re-Branding
- Building or Upgrading your Website
- Devising a Marketing Strategy
- New or Upgraded Product Design
- Social Media Grid/Post Creation
- Blogs, Copywriting
Client Examples During COVID-19

How we helped with a little creativity...

### Pop-Up Lunch Menu

**Wraps & Sandwiches**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Triple Grilled Cheese and Tomato Bisque</td>
<td>$7.95</td>
</tr>
<tr>
<td>Two Fat Roll</td>
<td>$7.96</td>
</tr>
<tr>
<td>Tuna Salad, Tomato, and Sprouts on Bread</td>
<td></td>
</tr>
<tr>
<td>Buffalo Chicken Wrap or Salad</td>
<td>$10.95/11.95</td>
</tr>
<tr>
<td>Roasted Chicken, Romanesco, and Caesar Wraps</td>
<td>$10.95/11.95</td>
</tr>
<tr>
<td>Fat Banana Bread</td>
<td>$5.95</td>
</tr>
<tr>
<td>Texas &quot;Twist&quot; BLT</td>
<td>$5.95</td>
</tr>
</tbody>
</table>

**Soup & Sides**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creamy Tomato Bisque</td>
<td>$4.95</td>
</tr>
<tr>
<td>The perfect side to your grilled cheese!</td>
<td></td>
</tr>
<tr>
<td>Potato Chips</td>
<td>$0.75</td>
</tr>
<tr>
<td>Chocolate Chip Cookie</td>
<td>$1.95</td>
</tr>
<tr>
<td>Capri Sun</td>
<td>$1.00</td>
</tr>
<tr>
<td>Coca Cola</td>
<td>$1.00</td>
</tr>
<tr>
<td>Diet Coke</td>
<td>$1.00</td>
</tr>
<tr>
<td>Smart Water</td>
<td>$2.50</td>
</tr>
</tbody>
</table>

**Meet Two Fat BraggFast**

Delray Beach

**Sack Lunch Agency**
LUNCH MENU

Charleston $12.25
All-Natural Grilled Chicken Breast, Marinated in fresh Lemon Juice, Garlic and Herbs, Textured Wild Rice, Primavera, Cheese and Lettuce, Avocado, Pickles, Sweet Potato, Choice of Romaine or Caesar Salad, Choice of Side, Chips & Cookie Included

Palo $10.75
Bao Roasted Turkey, Orange Glaze, Brioche, Honey-Mustard Sauce, Tomato, Lettuce, Choice of Side, Chips & Cookie Included

SOUP & SALAD

Soup $7.95
Fresh Matzo Ball, Spinach-Anguia, Tomatoes, Fresh Basil

Pasta Salad $7.95
Choice of Lasagna, Gnocchi or Ravioli, Cheese, Tomato and Seasoning

Pasta $7.95
Penne, Spaghetti, Penne

FROM OUR MENU

Chicken Parmesan $13.95
Chicken, Mozzarella, Tomato Sauce, Parmesan Cheese

Chicken Alfredo $13.95
Chicken Breast, Alfredo Sauce, Parmesan Cheese, Tomato, Lettuce

Chicken and Cheese $13.95
Chicken, Cheese, Tomato, Lettuce, Choice of Side, Chips & Cookie Included

CHICKEN N' RICE

Chicken N' Rice $13.95
Chicken, Brown Rice, Tomatoes, Cheese, Romaine, Choice of Side, Chips & Cookie Included

DINNER FOR TWO

Chef Stacy's Spicy Chicken Breast with our White Wine Cream Sauce, Mixed Greens, Roasted Tomatoes, Over Polenta

Chicken & vegetables w/Polenta $13.95
Chicken, Vegetables, Polenta, Cheese, Romaine, Choice of Side, Chips & Cookie Included

Quinoa Indian Muffins

Chili con Carne

Lentil Soup

Lemon Dill Salmon & Double Dusted Potato

$20.00 + tax

& MORE

Greek Salad

$6.95 + tax

Kids Chicken Fingers or Two Tots $7.95

Bento Box Deli Meals and Sandwiches are packed

Orders based on availability. Please allow at least 24 hours of notice. Homemad4 Chocolate Chip Cookies

$1.95

Soup of the Day

For $7.95 start at $15.90

ALL WEEKEND!

45% OFF ON ALL DELIVERY

FLAVORS OF HOME

10% OFF CURBSIDE

(561) 265-2004

Pick up or delivery in 60 minutes or less!

Specials valid for indoor dining and takeout only! Please note, availability may be limited. Curbside and delivery services will not be available during special events. To order call: 561-265-2004

For pickups: 1428 N Congress Ave | Delray Beach, FL 33444

Orders must be placed and paid for by 6:00 PM for next day delivery.

All weeks are being prepared following the stringent guidelines of the CDC, and Health Department.
Effectv :30 Spot
Ruth Rales JFS | “Ask for Help”

https://www.dropbox.com/s/2hpoj0gzbhlmya/30%20Sec%20Spot%20with%20assets.mp4?dl=0
Questions?

WHAT CAN/SHOULD I BE DOING TO
Market During Covid-19?

April 2020
Stay Safe.
From our team to yours.
www.sacklunchagency.com
PR & MARKETING IS NOW MORE IMPORTANT THAN EVER. IF NO ONE IS HEARING ABOUT YOUR BUSINESS AND YOU'RE NOT OUT THERE SHOUTING FROM THE ROOFTOPS ABOUT IT AND GETTING THOSE CUSTOMERS IN, YOU MAY AS WELL NOT EXIST.
Get to Know Your BRAND

• The truth is, no one can tell your business story better than you and your goal is to figure out the best way to tell that story; you know where you came from, you know your passion, you know your desire and you know why you’re doing this.

• Make a list of what makes you the best at what you do so you can figure out your secret sauce and work that in, then once you’ve defined your brand you need to craft it into a clear, concise message.

• If you have current clients, take this time to “date” them again. Don’t take any relationship you have for granted right now.
READ, LISTEN, WATCH

• This is something you need to do on a daily basis. YOU SHOULD HAVE A LITTLE MORE TIME TO DEDICATE TO THIS.

• If you don’t know what’s going on in your industry, who’s talking about it, what they’re saying, who’s sharing news about it and what the competition is doing then you won’t know who to pitch yourself to.

• You need to watch TV, YouTube, Instagram stories and read newspapers, articles and magazines. Listen to the radio and podcasts. It’s so important to cover all your bases in terms of communication channels, because there could be several different people talking about your industry in several different ways and you don’t want to miss anything!

• You really can’t afford to take your eye off the ball here, because do you know who’s doing their research on you? That’s right – your competition; you can guarantee that they are reading, listening and watching you.
HOMEWORK, HARDWORK

· Who writes about your business and industry?

· Where do they write it?

· Who is your audience? (who reads, listens, watches)

· What stories are journalists most interested in telling?
SOCIAL MEDIA AND YOUR COLLECTIVE AUDIENCE

• If you’ve never had time to take stock of who and where your audience is, now’s the time!

• Who are the journalists you most want to cover your business? Find them on social and ENGAGE! (don’t get crazy though...)

• How is your mailing list doing? What’s your read rate? How can you make that better and more consistent? Now’s the time to trim the FAT! This is the only audience you TRULY OWN – make the most of it.

• Find your ideal collaborators/ partners
THE ALMIGHTY PITCH!

As daily lives are uprooted, media coverage has changed from writing about the outbreak itself to what this means for virtually every facet of life.

• **If you are pitching yourself, here are our tips:**
  1. Include a problem and it’s solution, for example, ‘Trouble sleeping? Meditation will fix that for you’
  2. Reference a past story! Say ‘I saw you wrote about my industry, I would love to share my expertise with you by providing you with these four points that I think will be really valuable for your next story’. This shows that you care about what goes out in the media about your industry, that you actually read what they wrote and that you’re willing to help them out.
  3. You like stuff, we have stuff! This can appeal to journalists and influencers and is another reason why you need to read, listen and watch. Bloggers for example will write about things they like and use regularly or that are relevant to their niche.
  4. Compliments are great but only if they’re real! Journalists in particular are very proud of their work, but only compliment them if you have done your research and you really mean it.

- Include links to your social media accounts so they can check you out or tag you.
Above all...be human, be nice.

**Think critically about how to tell your story.**
Err on the side of caution. If you’re not sure if you’re capitalizing on someone else’s misfortune, you probably are...

Remember, we’re all in this together. Life is going on but it has a definite limp, be aware and sensitive to the loss we are all experiencing and try to contribute to the hope we all need to build.
Questions?
Kristen R. Noffsinger
President

561-900-3327 - Office
954-464-7388 - Mobile
KristenR.com
FB @kristenroseagency
IG @kristenroseagency
TW @kroseagency
SOCIAL MEDIA DURING A GLOBAL PANDEMIC

AMANDA MacMASTER
<table>
<thead>
<tr>
<th><strong>SOCIAL MEDIA STATS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>60% of consumers visit your Facebook page BEFORE they visit your website or brick and mortar store</td>
</tr>
<tr>
<td>80% of consumers look to see if your Facebook page is up to date</td>
</tr>
<tr>
<td>62% of consumers say Facebook is the most useful social media channel to research small businesses</td>
</tr>
<tr>
<td>Instagram users spend an average of 53 minutes per day on the site</td>
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</tbody>
</table>
SOCIAL MEDIA PROFILE UPDATES

• **Social Media Profile Makeovers.** Give your LinkedIn, Facebook, Instagram and other social media pages a professional, polished appearance that is consistent with your branding. It’s time for a social media makeover:
  • Your profile bio needs to be accurate and interesting.
  • Make it easy for people to contact you.
  • Your location and services should be clearly featured in your profile.
  • Update content for new services and / or goals.
  • Need to communicate new hours, new services, and other new information in a timely, clear manner.
  • Schedule some posts, but do not automate. Update scheduled posts as needed.
GET CREATIVE

• Create shareworthy and fun content to grab attention
WHAT'S YOUR STORY?

- Are you supporting local businesses?
- Are you volunteering?
- Are you giving back?
- Are you providing a discounted or free service?
- Are you providing free information or workshops?
- That's a story! Share what your business is doing to help community!
JOIN GROUPS AND GET SOCIAL

• Network.
• Share struggles, successes and knowledge with others in your industry.
• Promote your business.
• Connect with your community.
• Support local.
GET IN FRONT OF THE CAMERA

• Go LIVE!
  • Live Events (concerts, theatre, poetry, painting, workshops, classes, etc)
  • Virtual Tours (venues, real estate, museums, galleries)
• Quick Tips
• Interviews
• News and Information
Questions?
Urgent Items Business Owners Need to Know During Corona-Crisis

Tues, April 21 • 12:30pm • Via Zoom
RSVP: DelrayBeach.com/events

Presented by:

KANIUK LAW OFFICE, P.A.

Mindfulness & Breathing Techniques to Destress During Stressful Times

Tues, April 28 • 12:30pm • Via Zoom
RSVP: DelrayBeach.com/events

Presented by:

casa mannablis