



**MARDA LOOP**  
*where life connects*

# Digital Marketing

During the time of COVID

# Housekeeping

Mute when not talking.

Heads up, we are recording this!

Save questions for the end of each slide or the end.

# Re-evaluate

- What are your current marketing activities? If any of them include digital ads or social media posts, review immediately and look at revamping them.
- Update your website and any other channels with a response that is uplifting and informing.
- Change your hours or pertinent details such as storefront closures on Google, social media and your website.



## Innovate and keep on

- We know this is hard but if you completely stop, you might lose valuable time connecting with your audience and you do not want to disappear from your prior activities.
- Revamp all marketing activities to reflect the changes you've made.
- Consider what to prioritize and what to pivot.
- Decide what gets paused and what continues.

## Innovate and keep on

- If you are a restaurant, you should look at delivery, takeaway, curbside pickup and frozen or make it yourself options.
- If you are a retailer, look into your options for online sales. And don't panic, it can be a lot of work to move inventory online, but website hosts like Squarespace, Wordpress and Wix make e-commerce easy to manage and Instagram and Facebook can even be used to sell.
- If you offer a service, consider Zoom calls, Facetime, Google Hangouts or Webinars.
- Above all else, accept that you may need to remodel your business during this time to continue cashflow.

## Utilize resources

- Multiple radio stations have offered reduced rates for advertising, as have digital publications and outlets like Curiosity Calgary and more. Do your research and see if they can support with a post or an ad.
- Take advantage of wage subsidies and small business benefits.
- Band together and cross promote to one another's audiences by tagging one another.
- Send Dakota your ideas and she will help you promote these items on our channels by way of business feature, FB Live, Instagram Stories or more!

## Evaluate your imagery and language

- With so much negativity online, rise above and be positive. If you are using Facebook, Instagram, Instagram Stories or other channels, always be meaningful and engaging with your posts.
- Share only positive news or news that directly relates to your consumer.
- If you plan to do ad campaigns, ensure they are modelled to the current climate and filling a gap that fits today's consumer.
- Don't be an alarmist – instead, keep people informed and keep your tone mild and uplifting.
- However, do not be ignorant. Ensure you are using the heart of your brand to be a motivator in this time.

Highlight how  
your brand can  
help

- Brands exist to provide value and ALL of you provide value. Re-evaluate what that means to you and come up with a plan to communicate it.
- Communicate your benefits in a way that supports the current situation. Can your product help people at home? Can it help people in a time of need or to better do their jobs?
- Create helpful content. Even if your product doesn't directly correlate, you can still be a thought leader. How can you entertain, educate or inspire?



Remember, this  
is not forever.

- Don't speculate about the end.
- Keep informed.
- Band together virtually.
- Connect with us, your BIA, for support!

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# Resources

- Avenue Magazine is offering bundles of social media postings for around \$150.00. Contact them at: [supportlocal@redpointmedia.ca](mailto:supportlocal@redpointmedia.ca)
- Curiosity Calgary might be able to repost for you on their page – contact at: <https://curiosity.com/calgary/contact/> or tag them @curiocitycalgary
- Calgary Buzz is offering discounted rates or possible free posts: <https://dailyhive.com/page/contact/>
- Narcity is offering discounted rates or possible free posts: <https://www.narcity.com/contact-us>
- Wage subsidy applications can be found on your My CRA profile and all other supports can be found here: <https://businesslink.ca/covid-19/>
- X92.9 and Jack FM are offering discounted ads on radio and free online listings. Contact them directly using Google information.
- Watch Tourism Calgary and the City for unique support local programs and get involved.