

GUIDE

ADJUSTING
YOUR B2B
MARKETING
STRATEGY
IN A CRISIS

SAGEFROG MARKETING GROUP



TIMES ARE DIFFERENT RIGHT NOW...

Your messaging and marketing tactics should be different too.

In B2B industries where many healthcare, technology, manufacturing, and business services companies are still serving customers, even if through an adjusted business continuity plan, it's important that new and existing customers know how the crisis is affecting your business, and how it may affect them.

Whether you're fully operational, working from a continuity plan, or temporarily closed, we want to help you communicate your status to stakeholders with the right message, on the right channels.

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First and Foremost

Times like these require thoughtfulness and tact. Marketing tactics with messaging that was clearly written pre-crisis sticks out like a sore thumb, and risks turning prospects off from your brand.

Avoid being one of these brands by immediately checking on:

- Automated emails
- Automated Google ads
- Prescheduled social media
- Editorial content and blogs

Ask yourself: Will the message in this tactic help people right now?

In times of crisis, the current event is top-of-mind, and reading something that doesn't acknowledge the state of the world can be perceived as canned, insensitive, and even confusing.

How to Adjust Your Messaging In a Crisis

Adjusting your messaging platform should be a priority right now. You need to get important information out to your audience about the status of your business and its products and services. Marketing managers should work alongside management, human resources, and sales to gather the facts about your company's situation. Then, work with your agency or copywriter to write messaging.

Your messaging should answer these questions:

- Is your company operational? Fully or partly?
- Are you taking on new clients?
- Do you have a business continuity plan?
- Will there be service or product delays?
- How are you managing employee safety?
- How are you supporting the community?

Clarity and tone are extremely important here. In a crisis, people want facts so they can make informed decisions. The facts, however, must be written in a tone that matches the emotional state that the readers are in today, which might be more serious, direct, or urgent than your normal communications.

Where to Promote Your Message in a Crisis

We can't plan for unprecedented times like these, but we can adapt as events unfold. Consider all the marketing tactics your company is currently running and adjust for these temporary times. It's important to stay top-of-mind—but only through relevant messaging and channels.

Use these marketing channels to promote your message in a crisis:

- 1. Website Banner or Popup**
- 2. Editorial Content**
- 3. Dedicated Landing Pages**
- 4. Email Marketing**
- 5. Email Signatures**
- 6. Public Relations**
- 7. Social Media**
- 8. Search Engine Marketing**

1. Website Banner or Popup

Your website is the online face of your company. It's the first place prospects and customers are going to look to for updates about your company's status in a time of crisis, so it's important that they receive the information they're looking for right away. Create a banner or popup box that provides the most important fact first. In this crisis, the biggest question is: Are you open or closed for business?

See how this company utilized a brightly colored banner at the top of their website.



2. Editorial Content

Remove irrelevant content from your editorial calendar for the next few weeks. As we discussed, publishing content that was written pre-crisis can stand out negatively and turn readers off. In times like these, the crisis is top-of-mind, and reading something that doesn't acknowledge the state of the world can be perceived as canned, insensitive, and even confusing. Consider ways to adjust your topics to be relevant and helpful based on your area of expertise.

If you're a [TECHNOLOGY COMPANY](#), discuss remote working best practices.

If you're a [HEALTHCARE COMPANY](#), discuss how your solutions are helping the issue.

If you're a [MANUFACTURING COMPANY](#), discuss continuity across the supply chain.

If you're a [BUSINESS SERVICES COMPANY](#), provide guidance from your area of expertise.

That said, stay in your lane. Everyone is publishing content—if you have nothing to do with remote working, stay away from the topic no matter how important or interesting you think it is.

3. Dedicated Landing Pages

If your company is fully operational and working from a business continuity plan that supports the needs of your customers, it's important to publish this information to foster transparency and trust. Landing pages are a great channel for dedicated hubs that relay all of the important and relevant information.

Your landing page can serve as a resource for Frequently Asked Questions, your crisis communications plan and messaging platform, helpful links to other relevant resources and organizations, messages of support and thanks, and so on.



➔ [Review this landing page example.](#)

4. Email Marketing

Like your editorial calendar, double check that you don't have any irrelevant emails going out in the next few weeks. Instead, use email as a primary communication tool for prospects, customers, employees, and other stakeholders. People expect communication right now! Even if your business is continuing as usual ... you should be using email to let people know and to stay top of mind. In a crisis, you want to get ahead of the narrative in your industry by creating the information yourself.

If you're wondering what type of message to send to your stakeholders, use these prompts:

PROSPECTS: Let prospects know the status of your company and how you can support them

CUSTOMERS: Let customers know of any changes to your services and express support

EMPLOYEES: Let employees know their safety is your priority and communicate details

STAKEHOLDERS: Let other stakeholders know about the status of your company

5. Email Signatures

A small but powerful tactic. Think about how many emails you send in a day. Use this channel to publish important information from your messaging platform. Tools like Sigstr allow you to create professional banners promoting specific content.

See how Sagefrog uses Sigstr in the example shown.

An email signature banner with a dark blue background. It features a faint, light blue illustration of a frog in the background. The text is in yellow and white. A yellow-bordered button with a right-pointing chevron is located at the bottom left.

Sustain Traction During This Changing Time.

We're Here to Help You Deliver the Right Message.

LEARN HOW >

6. Public Relations

Public Relations is an interesting tactic during times of crisis. News outlets are typically flooded with urgent information and updates about the crisis, meaning there might be less bandwidth for outlets to cover news about your company that's unrelated to the current event. However, during times of crisis, certain outlets may be looking for good-news stories to uplift the world.

If your company is doing something to support the community, relief organizations, first responders, or small businesses, let people know—**but do it for the right reasons, not because you want to promote your company.**

7. Social Media

After your website, social media is the next place prospects and customers will go to find updates about your company's status in a time of crisis.

Be smart about how you use social media:

- Update your profile with information about your hours of operation
- Post and pin any important messages about your company's status to the top of your page
- Use your channels as a place to promote your relevant content and landing pages
- Leverage hashtags when appropriate to contribute to the global conversation

8. Search Engine Marketing

With events being cancelled and marketing budgets being reallocated, marketers can invest more in Search Engine Marketing (SEM), which includes Pay-Per-Click (PPC) and display advertising. While generating awareness and leads online has been an effective B2B marketing tactic for years, it's more relevant than ever as people are glued to the internet for everything.

Put these tips to work for your SEM strategy:

- Increase your budget on campaigns where you can meet demand
- Reevaluate device preferences; mobile usage from commuters may decrease
- Analyze your location data; this will change as travel stops temporarily
- Review your ad copy to ensure your message and tone are appropriate
- Set new KPIs and measurables to reflect the new landscape

Sustain Traction by Staying Relevant With These Adjustments

At Sagefrog, our fully operational team is working remotely, helping our clients communicate with their stakeholders through strategy, website updates, blogs, content, emails, social media, digital marketing, and everything in between. If you need help adjusting your message and tactics, we're available to help you deal with the disruption and sustain traction with responsive support and full-service marketing.

Contact us to put these insights into action for your company.

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About Sagefrog Marketing Group

Sagefrog is a top-ranked B2B marketing agency that specializes in healthcare, technology, industrial, and business services. We have offices in Doylestown, Princeton, Philadelphia, and Lehigh Valley, and we're dedicated to accelerating our clients' success through brand building and integrated marketing. Our services include branding, websites, digital content marketing, public relations, social media, and traditional tactics, which are strategically integrated and optimized through our proven process, JumpStart™.



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