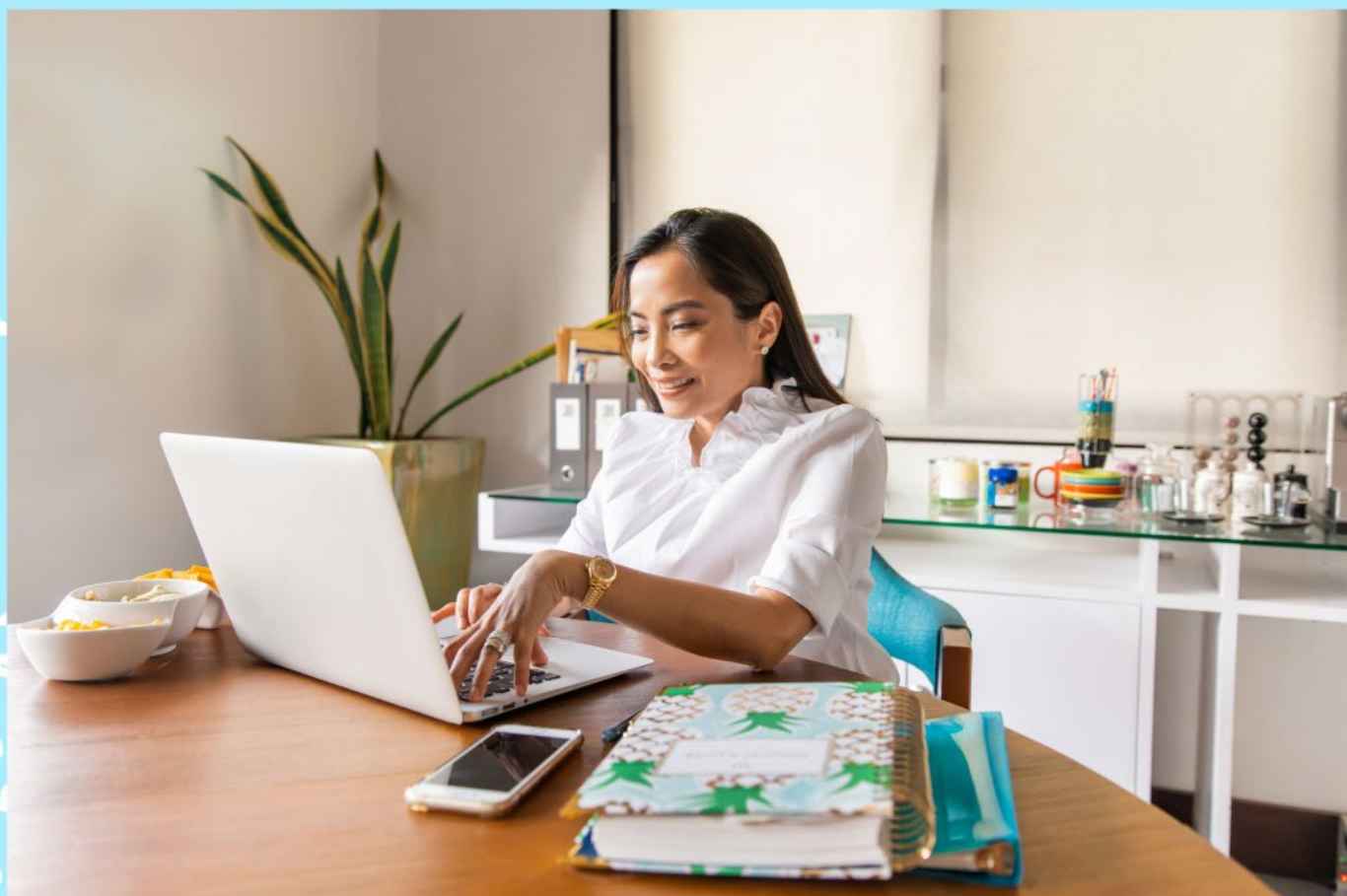


Content Strategy During COVID-19



Tina Lagdameo
Honest Junk

GoDaddy[®] Social

SOCIAL MEDIA IN TODAY'S DIGITAL CLIMATE

Content Strategy During COVID-19

Businesses around the world have undergone major shifts in the last few weeks. Small-business owners especially have had to pivot their marketing techniques and learn entirely new ways of navigating social media. As a local hero yourself, you may be thinking about your online presence and wondering: “Where do I go from here?”

To answer this question and plenty others, we’ve created this comprehensive content strategy ebook complete with tools and insights to help you understand the role of social media in today’s unprecedented digital climate. Throughout, you can explore important topics, including FAQs, updates to your business information, and community support, to empower your business and maintain your online presence in this challenging time.

Frequently Asked Questions

“I’m currently closed. What does this mean for my social media marketing approach?”

Even if your physical location isn’t open for business, it’s important to stay connected and engaged with your customers.

Fact: Since March 2020, time spent in apps has increased by 15% in the United States alone, as reported by App Annie Intelligence.¹

Even though your doors are closed, you can still develop and maintain a positive relationship with your community.

“Why should I continue to post on social media?”

During this difficult time, people will continue to turn to social media to share their experiences, feelings, and information. The concept of connection now takes on new meaning, and the role of social media becomes even more critical.

“What will I post?”

Stay top of mind with your followers by providing content that adds value to their current experience. Whether it’s by making them smile, think, or engage, your continued presence online makes people feel connected.

The Three Characteristics of Effective Content

1 Sensitive

It's mindful of the global situation.
It's helpful to your followers.
It's positive overall.

2 Informative

It keeps your customers in the loop whether you're open or closed.
It builds customers' confidence in your brand that you can adapt and deliver on the fly.

3 Sincere

It aligns with your compassion for your customers.
It connects your business with the individual and the community as a whole.

Crafting posts that adhere to these characteristics will ensure your content is thoughtful and well-received.

Fact: Motista's research team concluded that customers who feel a strong emotional connection with a brand have a 306% higher lifetime value.²



Keep Customers In the Loop

Your patrons want to know what they can expect from you. Whether you're open, closed, or adjusting hours, be sure to update this information on appropriate platforms. Yelp, Google, and Facebook are critical sources of business information for new and existing customers. Follow the instructions linked below on how to update your information on each platform:

- [Yelp](#)
- [Google](#)
- [Facebook](#)

If you offer emergency services, make sure that people know how to get in touch with you.

- Verify a working phone number, email address, and/or website are public and available when updating your business information.
- When promoting a particular service on social media, such as takeout or service by appointment, add your preferred method of contact to the caption, e.g. your phone number or email.

Your community wants to support you. Let customers know how you've adjusted your business to accommodate their needs.

- If you're offering **takeout, curbside, or delivery**, let your followers know!
- **Virtual workshops, classes, and gatherings** are great for boosting morale amongst your followers and fostering a stronger community.
- If there are other ways your community can support you during this time (e.g., **gift cards, appointments, virtual volunteering**), spread the word.



Post Content That Inspires

Your online presence has officially taken on new meaning as a place for people to connect. More than the sum of its products and services, your social media pages speak to the **core values** of your business. Represent your town, showcase your staff, spotlight what your customers are talking about, and add some fun facts and tips in between -- now is the time to show what makes your business special.

Extend a love letter to your community.

While we might not be able to bond in person, we can still offer support to our neighbors with a virtual hug. Posts that spark feelings of joy can help people feel more connected, supported, and hopeful despite the circumstances.



Now more than ever, we're thinking of the Dallas community we've called home for 10 years.



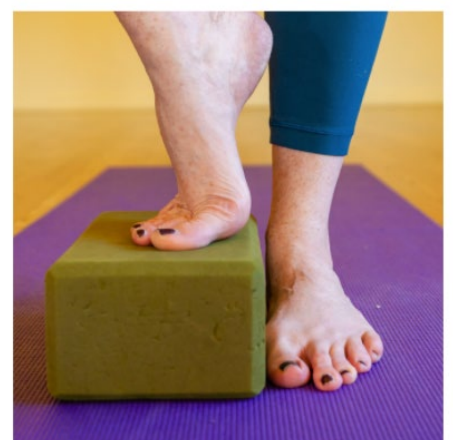
Sometimes it's the little things that bring us the greatest joy.

Connect over shared experiences.

Keep things light by asking your community to share what brings them joy. Snapshots of canine coworkers, takeout dinner dates, and happy hour toasts from home are all ways to get people engaging on your pages.



There's an artist inside all of us. What new hobbies have you picked up since spending more time at home?



What makeshift props are you using to maintain your form and flexibility?

Share educational content and helpful tips.

Just like you, customers are adjusting to new ways of life. Help them make the transition a smooth one with tips and tricks that are relevant to your business.

Fact: According to the Aberdeen Group, brands with strong customer engagement across various platforms retain 89% of their existing customers -- an important reason to maintain your feed during this time.³



Although you may be tempted to take extra good care of your house plants, keep in mind that it's easier to revive an under-watered plant than one with drowning roots.



Save yourself the roadside assistance call by getting to know the ins and outs of your vehicle with quick videos and a flip through that ol' driver's manual.

Celebrate your story.

People don't buy what you do -- they buy why you do it. Now is a great time to remind your followers why they chose you in the first place. Highlight your employees, reiterate your story, and showcase what your customers have to say about your business.



The key to building a lasting business is to always maintain the core values that you started with. For us, putting customers first is the main priority.



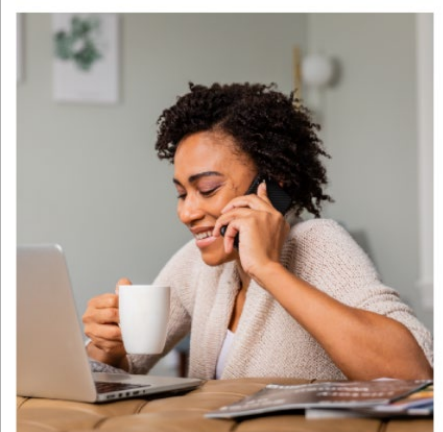
A tribute to J Dilla, our donut shop is actually in the building where the hip-hop visionary grew up.

Highlight your flexibility.

Whether you're open or temporarily closed, you've likely made an effort to accommodate customers in one way or another. Don't let it go unsung! Showcase your new online offerings, hours, etc. on the platforms your customers check the most.



You've supported us over the years, and now it's our chance to return the favor. Bringing fresh local eats to your door, our delivery service is here to help you when groceries get low.



While plenty of things might be on pause, your real estate journey doesn't have to be. With online listings and virtual tours, we can continue the search for your future home.

Heartfelt Content ...



Makes people smile.

Consumers all over the country are looking for something to brighten their day.



Spreads gratitude.

Thanking your community for their support is always a welcome gesture.



Sends a positive message.

This is your chance to acknowledge the little things and inspire others to do the same.



[1] Venkatraman, A. (2020, April 2). Weekly Time Spent in Apps Grows 20% Year Over Year as People Hunker Down at Home: App Annie Blog. Retrieved from <https://www.appannie.com/en/insights/market-data/weekly-time-spent-in-apps-grows-20-year-over-year-as-people-hunker-down-at-home/>

[2] Leveraging the Value of Emotional Connection for Retailers. (2019, August 24). Retrieved from <https://www.motista.com/resource/leveraging-value-emotional-connection-retailers>

[3] Mikara, O. (2017, April 27). Multi-Channel vs Omni-Channel Customer Experience: Distinct Value in the Subtle Differences. Retrieved from <https://www.aberdeen.com/cmo-essentials/multi-channel-vs-omni-channel-customer-experience-distinct-value-in-the-subtle-differences/>

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At GoDaddy Social, it's our mission to support your small business in times of need.

Keeping up with social media, reviews, and customer service online is a full-time job. Our team can handle it for you. By offering your customers thoughtful content that connects them to your business, we'll help you elevate your presence on the platforms that matter most even if your business is temporarily closed.

Get Started

Or give us a call
(844) 870-9894

