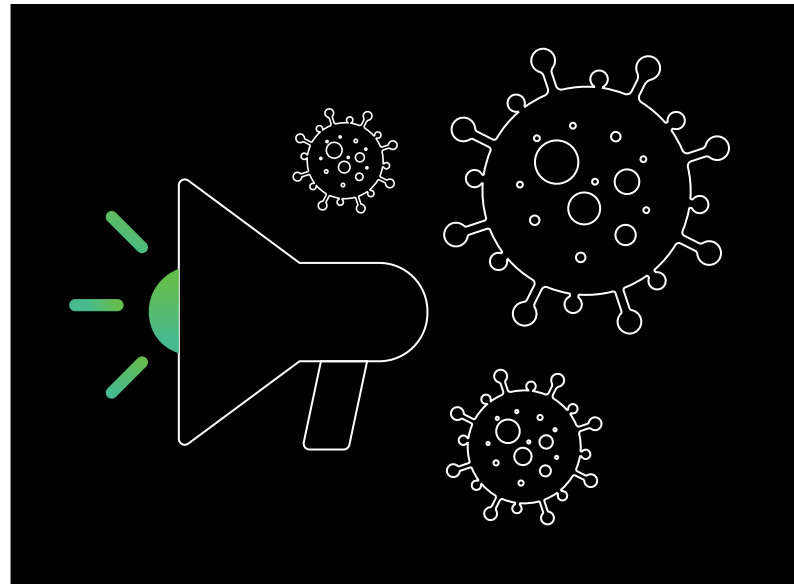


# Marketing in the Time of Crisis

Tips for staying relevant and helpful for audiences



With the current COVID-19 crisis, the market has shifted focus away from traditional everyday norms and onto the unfolding news at hand. Businesses are highly focused on the economic impact that will follow which can cause traditional marketing efforts to be left unheard or possibly considered insensitive. However, many businesses still need a plan in place to address the market during this time to ensure they remain relevant and helpful to their audiences. Below we have compiled some tips for how to and how not to address the healthcare market during these unprecedented times.

## Marketing Do's

- Be willing to take a stance and have a voice on the crisis at hand
- Focus on what your audience really needs during this time
- Share what you are willing and able to do to help support those in need
- Keep your tone supportive and helpful
- Provide helpful or educational information you can authoritatively speak to

## Marketing Don'ts

- Talk about the negatives and how it could be done better
- Focus on what you want the market to buy
- Be salesy and promote your efforts in a self-serving manner
- Create fear by the way you speak
- Try to become an expert on the crisis itself

Contact us to learn more about how to successfully market during times of crisis  
at **770-998-0500** or **atl@mergeworld.com**



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