COVID-19 RECOVERY PLAN: MESSAGING & MARKETING

Key Components

- Finances and Financial Planning
- Safety, Employees and Customers
- Messaging and Marketing
- Decision Nodes
- Clickable Buttons

Create the "Safety" Message

Answer the ? Sheet

Narrative Photos Video

Relationship Building

Advocates Key Partners Vendors Other Businesses

Marketing

Off-line

Signage You Staff Print material

On-line

Email Website Social media Newsletter Advertising

Create Calendar Dates to Review 3 Key Components

Training, Changes to Job Descriptions, New Hires?