



**Your
Digital Marketing
Guide for
Navigating Change
and Staying
Relevant Online**

03

Introduction

04

Managing Your Business in the Face of Rapid Change

08

How True Blue Butcher and Table Adjusted Their Marketing for Carry out & Delivery

10

How to Go Live on Facebook

11

3 Things Your Business Can Do to Stay Relevant Online

13

Learn How A Child and Family Psychiatry Utilized Telehealth to Help Patients

15

3 Things Your Business Can Do Right Now

16

Play It Again Sports Finds Unique Marketing Solutions

18

9 Social Media Posts to Keep Your Customers Engaged

Introduction to Your Digital Marketing Guide for Navigating Change and Staying Relevant Online

Owning a local business and being part of the community can be so fulfilling! As a business owner, it's important that your business flexes to the ever-changing world, both physical and digital.

However, what happens when change occurs, and your business isn't prepared to instantly adjust? The first thing is to never panic!

To help you navigate the online world for your business, we've created a guide that covers everything from how to manage your business to digital marketing success stories to tips to use on social media.



Managing Your Business in the Face of Rapid Change

As a business owner, it's important to be prepared for unexpected situations you may encounter. While you hope a crisis never occurs, it's still in your best interest to have a plan in place.

Whether your plans contemplated various situations or not, it's not too late. In the face of rapid change, responding to a crisis constructively is vital.

And when it comes to your marketing, you can't make quick decisions or adjustments too soon. Facing a crisis can be scary, but you need to remember to stay calm and evaluate the specific situation at hand.

To help you prepare, we wanted to share a few tips your business can consider putting into practice.



“ Once you choose hope,
anything's possible.
– **Christopher Reeve** ”

Don't Stop Your Marketing Efforts

Regardless of the situation, you should never stop your marketing efforts when faced with a crisis.

Remember, crises are temporary. Just like any other obstacle, the challenge will subside over the course of time. The goal of a healthy business should be to build resilience as a result of the situation and emerge stronger.

In the digital world, improving your online presence takes time. If you halt your marketing efforts when a crisis arises, you will have to start from scratch when the time comes to start your marketing back up.

However, by taking a fresh look at your marketing efforts in the context of today's reality, you can be a resource to your community, send only relevant communications and build trust with current – and future – customers.

Re-Evaluate Your Current Marketing Plan

Do your current marketing communications make sense in the context of today's new reality? There are some companies whose marketing automation comes off as tone-deaf. This is a great opportunity to focus on what matters most right now to your audience and adjust your message accordingly.

In the long term, you want your brand to be authentic and genuinely helpful to your customers. Times of rapid change are an invitation to take a fresh look at how and what you're communicating, with concern and sensitivity to the people your business is here to serve.

Leverage Your Services

Depending on your industry, it's likely that people are still looking for the products or services you offer.

For example, after a natural disaster, many homeowners will utilize contract businesses for any home repairs. This is the time your business should be focusing on marketing, as people will be searching for your type of business online. Being easily found online is an important element of your local presence.

During a crisis, you can rise to the occasion and be there when customers need you the most. However, don't forget to be sympathetic to the situation and be sure to listen any concerns.



Think Outside the Box

Along the same lines of leveraging your business's services, a crisis can help you think outside the box during a time of need.

Let's take the restaurant industry, for example. Many times, people are always concerned about having access to food and water during a crisis. As a restaurant owner, you can take this one step further by helping your community with this need.

Perhaps you start offering a temporary delivery service or a discount on food. In today's social media-driven world, be sure to make a social post about what your business is trying to do to help.

When consumers have a need, they will take advantage of any opportunity that's given. Not only will this make you feel good as a business owner, but it shows your customers and community that you care about the situation – and about them.

Final Thoughts

A crisis can result in panic, but this shouldn't paralyze your business if you have a plan in place! The best option is to stay calm, analyze the situation at hand and respond constructively.

Every situation will be different, so there will never be a one-size-fits-all solution.

Leveraging your services and continuing your digital marketing efforts will help your business respond appropriately during this, and any, challenging time.

How True Blue Butcher and Table Adjusted Their Marketing for Carry out & Delivery



Justin Gambill - Local Search Strategist



Jayne Griley - Senior Digital Marketing Strategist



Alli Sabol - Local Search Strategist

Digital Marketing Works for Restaurants

During a time of rapid change for the restaurant industry, many businesses were impacted by the onset of COVID-19. With an unknown future, restaurants, bars and catering companies had to adjust their offerings for local customers.

Restaurants are still pushing forward with carry out and delivery services, including RevLocal client True Blue Butcher and Table. Learn how Local Search Strategist Justin Gambill worked with two team members to accommodate the client's digital marketing needs.

How RevLocal Helped

Early in the week, Marketing Director Lauren from True Blue Butcher and Table sent an email to Justin with important business updates and changes. Since dine-in traffic was put to a halt, True Blue wanted to stay open and offer carry out and delivery for local customers. Lauren also requested contact information we had gathered from Renown, our review marketing platform, so they could send an email updates.

As a team effort, Justin, Jaynee, Alli and even Team Lead Julee Waggoner were able to support the client by making adjustments to the RevSite and sending the contact information the same day. The RevSite updates included

adding two specific PDF menus of what items were available and verbiage to announce they were still open for business.

Since signing on with RevLocal in October of 2018, Justin has been able to create a strong relationship with both Lauren and Owner Bobby Zimmerman. True Blue Butcher and Table knows that we are their trusted advisor when it comes to their online presence and digital marketing, and the proof is in the results!



When comparing January of 2019 to January of 2020, we have been able to increase the total amount of searches for their business from 14.7K to 59.9K as well as increasing tracked calls from 36 to 92.

Things to Think About

As a restaurant, important things to communicate to your customers are:

1. Are you open for business?
2. How and what are the way customers shop/do business with you?
Ex. Delivery, carry out, curbside pick-up, purchasing gift cards, etc.
3. What products/services do you offer that customers are asking for or need?
4. Lean on your community. Can you do something to support them?

How to Go Live on Facebook

Going live on Facebook might seem a little intimidating, but it can be extremely beneficial for your business!

To help you out, our video how-to walks you through the steps you need to take to go live on Facebook.

Click on the graphic below to start watching!



And don't forget to check out [this blog](#) for tips on going live on Facebook!

3 Things Your Business Can Do to Stay Relevant Online

To guide you through how to stay relevant and active with your digital presence, we've listed the action steps you must take:

1. Let Customers Know You Are Open

If your business is open, make sure you:

- Change Your Hours of Operation
 - Including on your website, social media channels and Google My Business (GMB) listing.
- Update Directories (i.e., Angie's List, Yelp, Trip Advisor, etc.)
 - It's important to visit any directories your business uses and update your hours.
- Notify Your Digital Marketing Agency
 - Your marketing partner can help with any of your online needs.

2. Show Up Where They Are Looking

Consider using these digital marketing strategies:

- Local Search
 - 46 percent of all Google searches are looking for local information, so don't let your strategy fall to the wayside.
- Paid Search by Keyword
 - Utilize keyword targeting with paid search to reach consumers.

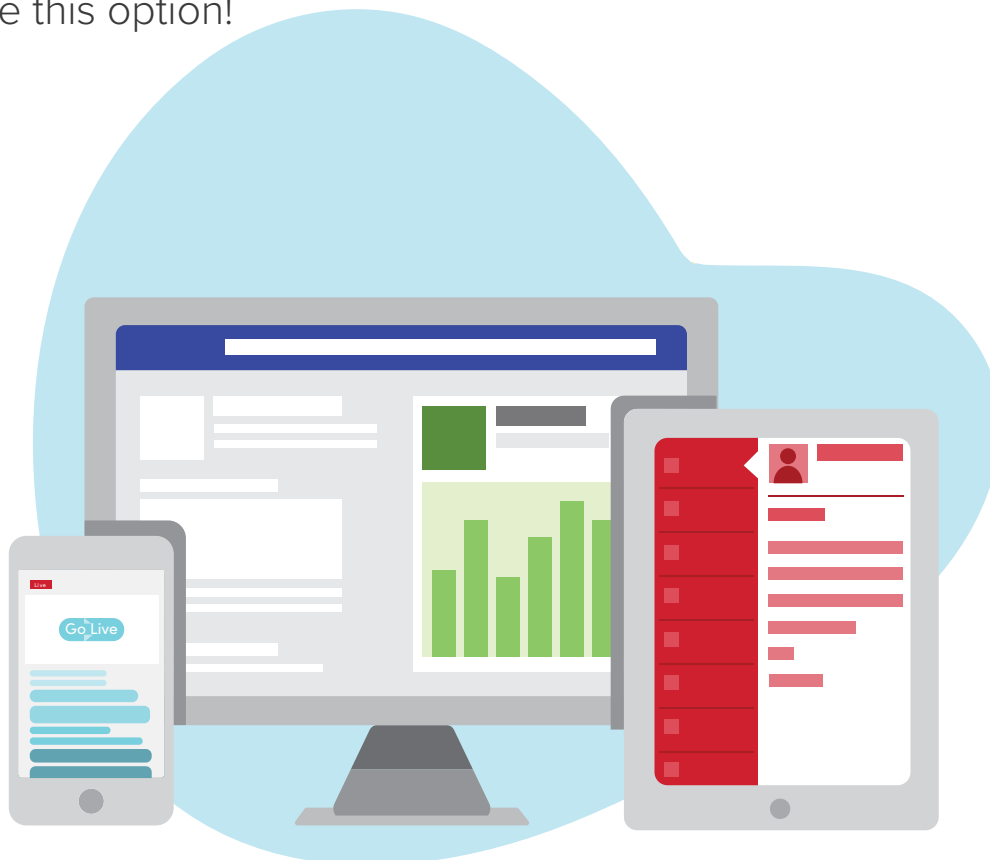


- Geofencing
 - Target consumers based on their location, including people who have visited your business or live in a specific area.

3. Keep Them Engaged

Keep users engaged by:

- Posting on Social Media
 - Some ideas are community resources, discussing fun at-home activities and business updates.
- Creating Google Posts
 - This allows you to share quick snippets of information on your Google My Business listing.
- Sending Emails
 - 99 percent of consumers check their email every day, so be sure to utilize this option!



Learn How A Child and Family Psychiatry Utilized Telehealth to Help Patients



Amanda Fischback – Digital Marketing Consultant

Digital Marketing Works for Medical Offices

In a time of uncertainty, people knew they needed to take cautionary measures by staying home to reduce the spread of COVID-19. However, many patients still needed to visit their doctor or therapist on a regular basis during this shutdown.

To combat this challenge, the team at A Child and Family Psychiatry found a way to provide their services without patients leaving home. Here's how they utilized virtual therapy sessions in combination with digital marketing to assist their patients.



How RevLocal Helped

When Digital Marketing Consultant Amanda Fischback received a call from her client Dr. Sherk, she knew a change in strategy was needed.

While Dr. Sherk's physical office was closed, they decided to offer virtual therapy sessions to support their patients' ongoing mental health needs. During this time, A Child and Family Psychiatry also decided to accept new patients. With an unknown future ahead, their services were a must-have for the community.

With the help of Amanda and Allyson, A Child and Family Psychiatry's digital marketing strategist, the team got to work on creating a call to action on the business's RevSite explaining the new virtual session option.

Amanda also suggested adding on RevLocal's Brand Expander paid advertising plan to their digital marketing strategy. As more people begin to sit at home to flatten the curve, Dr. Sherk wanted to make sure they were reaching people who could benefit from virtual therapy sessions at this time.

“Dr. Sherk was proactive and reached out because he wanted to reach prospective patients and trusted our feedback on how we could execute this strategy effectively.”

- Amanda Fischback

At RevLocal, our team is here to support you and your patients in every situation you encounter. If you're looking for a trusted partner, we have your digital marketing handled.

Things to Think About

As a business in the medical industry, important things to communicate to your patients are:

- 1.** Are you offering in-office appointments or only virtual sessions?
- 2.** Is your office accepting new patients? If so, how do they schedule their first appointment?
- 3.** Have you updated your processes to ensure safety for both patients and employees?
- 4.** Lean on your local community. Can you do something to support them?

3 Things Your Business Can Do Right Now

Rapid change can occur at any time. When it comes to your marketing, what can you do to be prepared for an unknown situation?

Aaron Boggs, President of RevLocal, sat down with two strategists to get their thoughts on what business owners should be doing during this time.

Click on the graphic below to learn about the importance of proactive communication, brainstorming new messages and implementing changes.



3 Things Your Business Can Do Right Now

Play It Again Sports Finds Unique Marketing Solutions



Rachel Daubenmire - Digital Marketing Strategist

Digital Marketing Works for Local Retail Stores

With uncertainty and constant change, it has been amazing to see how RevLocal clients are strategically adjusting to their local customers. Local retailers are finding their relationship with RevLocal to pay significant dividends during this time of rapid change.

Learn how Rachel Daubenmire, a RevLocal Digital Marketing Strategist, is helping her client find solutions to interact with local customers online.

How RevLocal Helped

First thing Monday morning, Rachel talked to her client at Play It Again Sports – Chicago. Over the weekend, he received several contact forms from the microsite that had customers asking if they had dumbbells and weights. With the temporary closing of gyms and fitness centers, people were looking for a way to work out at home and stay active.

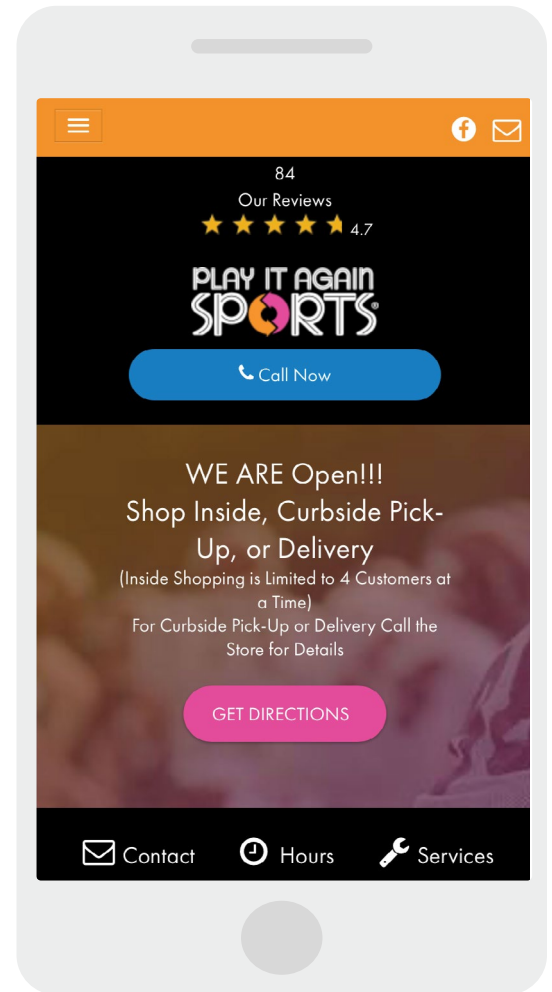
The client needed a way to let everyone know that his store had dumbbells because big-box sporting goods competitors and other local stores were sold out, and he was the only place in the city that had them. The client wanted to make sure the public knew the store was still open, but that he also offered curbside pickup and would be offering a new local delivery service. Rachel was able to spring into action immediately! She posted a message on the microsite with a graphic as well as adding a post to the Google listing



with a message letting everyone know he had dumbbells, kettlebells and weight plates in stock, along with other at-home fitness equipment options, and including all shopping options.

Since this local business does not have an e-commerce website, communicating inventory and shopping options is even more important, more so now with the situation changing almost daily. Rachel and the client have been in touch throughout the week to make sure updates and communication to customers are handled.

This is how being a proactive and positive business owner and working with a trusted marketing partner can keep a business thriving even in difficult times.



Things to Think About

As a retail business during this time, important things to communicate to your customers are:

1. Are you open for business?
2. How and what are the ways customers shop/do business with you at this time? *Ex. In-store, e-commerce, by phone, delivery, curbside pick-up, facetime, text, by appointment, etc.*
3. What products/services do you offer that customers are asking for or need?
4. Lean on your local community. Are you/can you do something to help support them?

9 Social Media Posts to Keep Your Customers Engaged

“Coming together is a beginning, staying together is progress, and working together is success.”

– Henry Ford

When it comes to social media, your posting options are almost limitless! However, it can sometimes be difficult to come up with post ideas for your business.

Don't rack your brain too hard! We have nine ideas that you can incorporate into your posting strategy.

1. Make a post about updated hours and services

If you have to make any adjustments to your business, it's important to inform your followers! The last thing you want to happen is a customer arriving at your business and you not being there.

Be sure to create a social post with any updated information, including hours of operation, delivery options or changes to your services. Make sure to pin the post on Facebook so it's one of the first things your followers see when visiting your page.



And don't forget to update the hours on your Facebook page and website, too!

2. Share/discuss fun at-home activities

As a business, you can share fun activities with your followers so they can stay entertained!

Here are just a few ideas:

- Bars/restaurants can make a post about how to be your own in-home bartender or share dinner ideas
- Gyms/fitness centers can share home workout routines or offer live workouts via Facebook
- Bakeries can share quick recipes

3. Make a supportive community post

One of the best things you can do as a local business is support your community!

Make a post (or several) showing your support and how your business is available for any needs.

Not only will this show that you care, but it also helps build trust within your community.

4. Update your Facebook page at least once a week

It's important to keep your followers updated on what's current with your business.

At a minimum, you should post to your Facebook page at least once a week with an update (go back to point number one if you're unsure what you should include).

5. Link your website to your social media channels

This isn't necessarily a post idea, but it's still related to social media!

It's vital that you have your social media channels linked on your website. You may not be able to update your website easily on a daily basis, but you can with your social media channels!

When people are looking for information, the first place they check is normally your website or social media channels. Having your social channels linked on your website makes it a little easier for consumers to find them, too!

6. Highlight carry out and delivery options

Have you recently started offering carry out or delivery for your restaurant? It's essential that you showcase any services that you are offering.

Customers won't choose your business if they don't know you're open!

Across all social channels, be sure to highlight any carry out, curbside pick-up or delivery options your business offers.

Don't forget to create a Google Post as well highlighting these options.



7. Boost a post locally to engage more followers

If you want to expand the reach of a post, consider putting some budget towards boosting it on Facebook!

While not every post is boost-worthy, posts that include updates or specials will be helpful to your audience.

Just make sure that your graphic doesn't have too much text on it! You can check your graphic with the [text overlay tool](#), or you can team up with your digital marketing agency to find the right strategy.



8. Share community resources

Not all the posts you create should be focused on your business! As we mentioned in point number three, it's important to support your community during this time.

Feel free to share any relevant links to local resources or support being offered. This can include things like:

- Food pantries
- Businesses offering discounts
- Community announcements

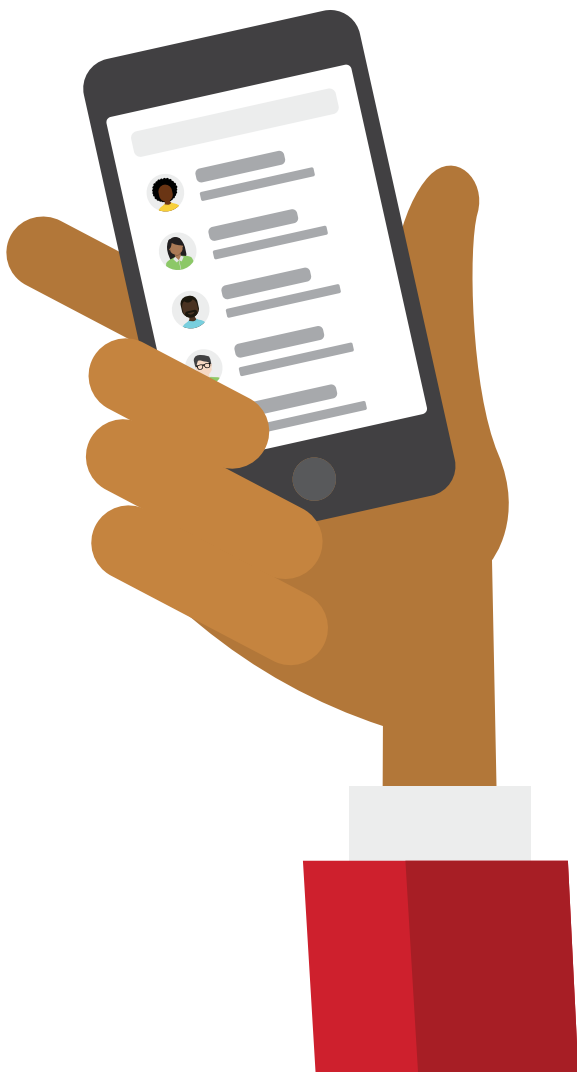
9. Share tips on how customers can switch their personal care routine

If you own a salon, medi-spa or any health/wellness business, take the time to showcase various personal care routines on your social media.

On social media, be sure to post any tips related to hair, nail, lash, skincare and more! If consumers don't have their regular supplies on hand, sharing natural suggestions can be helpful.

Bonus Tip: Enable Facebook Messenger

Do you want customers to have an additional way to work or shop with you? Enabling Facebook Messenger is one alternative you can consider!



By utilizing this tool, customers will have the option to message you directly on Facebook with any questions about your business or to make a purchase.

Response time is crucial, so be sure to check your messenger at least once an hour so you don't miss any timely messages!

Final Thoughts

Social media is a great way to keep your followers and community informed of how your business is operating.

By using the ideas above, you'll be able to create better content and show your support in various ways. Feel free to add your own twist to the ideas, but remember to keep it professional and consistent with your branding.

