

# Marketing Toolkit for a Challenging Economy



During this unprecedented economic shutdown, business owners and organization leaders across the country are scratching their heads for ways to stay afloat, keep employees on the payroll as long as possible, and find ways to reinvent themselves so they're ready when life gets back to normal.

The Marketing Pack wants to help businesses like yours continue to develop creative ideas to nurture existing customers and attract new ones so you're ready to go and grow this summer.

Use this FREE toolkit – which includes some complimentary service offerings – as a guidebook for marketing initiatives you can continue to work on to set your business up for growth after shutdowns are lifted.

**Frankly, you have nothing to lose by tapping into our experience, for free.**

**If you're interested in taking advantage of any of these offers or just want to connect, contact:**

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# Social Media



As of 2019, the average daily social media usage of internet users worldwide amounted to 144 minutes (2 hours and 24 minutes) per day, according to Statista. And it spans across all generations: Boomers, Gen X, Millennials and Gen Z are all on social media channels. So, regardless of who your target audience is, chances are your clients, prospects, customers or patients are on social media. Use this moment to continue engaging with them so they are still there when the world begins moving again.

## Why now?

Take advantage of the national shutdown and increased online usage. Now is the time to continue (or begin) posting quality content on your social media channels to engage with your customers – especially if you can't see them in-person right now. Be conscientious of what's happening in the world around us and extra sensitive to what you're posting, but don't stop posting. If you find yourself with a lot of time on your hands, this is a great opportunity to build a pipeline of high-quality content that you can schedule on platforms for weeks/months to come.



### Free offer:

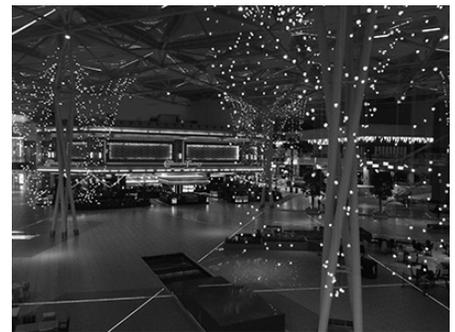
Through the month of April, we'll provide a free audit of your existing social media channels and send you a sample social media content calendar.

# Event Management



This has been a particularly challenging time for companies planning events. With nearly all in-person group events cancelled or deferred, you may be wondering:

- Whether it is more feasible to reschedule an event or skip it all together (and if you can get out of signed contracts).
- The optics of holding planned company celebrations, even at a later date, if employees have been laid off.
- Strategies for generating donations that were not raised due to cancelled fundraisers.
- Identifying less-expensive ways to host a future event, given the current climate.



## Why now?

Once the market recovers, event space will be at a premium. Weighing now the pros and cons of your event options will enable you to make a quick but informed decision about your event, without losing the attention of your customers, donors or whoever your guests may be.

### Free offer:

Through the month of April, we're offering a free phone consultation (up to 30 minutes) to serve as a sounding board as you weigh your event options. We'll brainstorm alternative ideas for your event, should you decide to defer it, and send our suggestions to you so that you're prepared to make an informed recommendation to your leadership team.

# Website



Did you know that the average website for a medium-sized business takes roughly 14 weeks to develop? It can be even longer if your site has ecommerce options. That estimate includes time for discovery, mapping out requirements, designing your pages, writing content and deployment.

## Why now?

If you've been considering an overhaul to your site but could not carve out the hours to focus on the project, now might be the opportune time to figure out what's working well and what needs to be changed. You could get through the discovery and design phases before work demand resumes to normal. Then, shortly after, your organization will be ready to show off its new look.



### Free offer:

Through the month of April, we'll provide a free audit of your existing site, no strings attached. An audit provides an objective point of view of what is working well and how you can improve your site. Even if you're not quite ready to build your new site, you'll have a head start when you are.

# Newsletter/Email Campaigns



The decision on whether it is appropriate to send newsletters and email campaigns in the midst of a crisis hinges on your creativity. You must know with certainty the message(s) your audience seeks at this time, and then find the right words and channels to bring them home.

## Why now?

Take time now to crystalize the message you want to communicate to your customers and prospects after the crisis is over. Nurturing them throughout the rest of 2020 is a way to shore up their loyalty.



### Free offer:

Through the month of April, we're offering a free phone consultation (up to 30 minutes) to brainstorm content ideas and approaches for an e-newsletter or email drip campaign. We'll send some top-line recommendations to you so you're ready to quickly and easily engage with your target audience when the time is right.

# Blogs



Conversational content is an effective, and common, method for underscoring your organization's expertise and standing apart from competitors. Making that content effective, however, requires that it be consistently fresh, relevant and one step ahead of expectations. This takes research, time and the ability to distill complex thoughts into accessible narratives.

## Why now?

Time is an invaluable resource. Use this extra time to research and write a backlog of evergreen blogs (topics that can be posted at any time throughout the calendar year), so your organization is poised to prove its expertise when the economy returns to full capacity.



### Free offer:

Give us a try. Through the month of April, we'll create up to three blog topic concepts for your organization for free.

# Byline Articles



Instructive and approachable stories, written by the leaders of your team, put a face on your organization and therefore are an effective tool for relating to prospect customers. But creating such content requires time to identify the story opportunities and extract the knowledge from your experts. We know that companies are so busy in business-as-usual times that such endeavors slip on the priorities list.

## Why now?

Don't let this potential downtime go to waste. Turn it into an opportunity by planning future bylined articles, especially those that will resonate with consumers when this crisis is over.



If you need help, our content specialists have decades of experience interviewing experts, from scientists to CEOs of Fortune 500 companies, and are therefore highly talented at finding the relevant story in any conversation.

### Free offer:

Through the month of April, we are offering you a free phone consultation (up to 30 minutes) between one of your subject matter experts and one of our content specialists to explore potential topics for an article. We'll provide you with a top-line outline of the suggested article.

# Advertising



Advertising is a driver for a healthy and thriving society, globally. It is important for every aspect of a business, as it plays a critical role for both manufacturers and consumers. Advertising helps businesses gain more customers, thereby increasing business turnaround. Digital, print, TV, radio, outdoor or any combination of these can help your business reach your target audience. But how effectively you structure your message across channels is what makes advertising a profit driver.



## Why now?

Are you stuck with advertising contracts you can't back out of? Consider how you can revise your message to move from driving foot traffic to driving home your value proposition. It's great to say your company cares and that you'll be here when the crisis is over, but isn't everyone saying that? Now is the time to get creative and develop a way to stand out from the crowd.

### Free offer:

Through the month of April, we'll give you a free 30-minute phone consultation to talk about the advertising obligations you're currently under. Then, we'll brainstorm up to three headlines/creative angles to drive business your way once the storm has passed.

# Sales Alignment



Your go-to-market sales strategy is a fundamental support system. When an organization's sales, marketing and operations work in tandem, it is better equipped to ramp up to sudden demand as well as recover from an immediate and unexpected shortage.



## Why now?

Your direct sales efforts will climb back. Until then, you can use this unprecedented downtime to assess how effective your organization is across several fronts. By doing so, you will be better equipped to anticipate demand and to manage the kinds of demand you seek.

Take this time to examine the critical basics of a sales strategy, including:

1. The accuracy and effectiveness of your positioning, what about it appeals to customers and what about it causes you to lose bids.
2. Whether you are targeting the right prospects and have access to the correct tactics and tools to measure effectiveness.
3. How well your organization is aligned to support sales. This includes auditing the effectiveness of your marketing, customer service, operations and accounting teams in closing new business.

### Free offer:

Through the month of April, we will provide a free sales audit to probe in each of these three areas, identify gaps and provide top-line recommendations that you can use when markets heat up again. This offer includes up to 60 minutes on the phone with your sales and/or marketing leaders and our review of materials to make recommendations.

# Who is The Marketing Pack?



We are a virtual marketing agency that emerged out of a group of 16 independent professionals who realized creativity could flourish outside the four walls of an agency, but that collaboration was key to success.

At some point in our careers, we each made a conscious decision to break away from the norm of brick-and-mortar agencies and work independently. We gathered up our skills in a variety of disciplines and struck out on our own to build a better future. However, to us, independence doesn't mean working alone. We know when we band together, we can deliver better, more relevant work for our clients.

The strength of the wolf is **the pack**.  
The strength of **the pack** is the wolf.

We have decades of experience across the marketing spectrum. However, unlike a traditional agency, we offer significant savings and flexibility to our clients. We have no building or major operational expenses to support. We are not driven to find opportunities to fill the schedules of full-time employees. We aren't bound or measured by agency systems and metrics. This means our clients benefit from deep expertise in specific marketing disciplines but only engage and pay for the services they need.

The Marketing Pack boasts clients in the healthcare, consumer and business industries. Here are just a few examples:



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# Meet The Pack



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