

6 COMMUNICATION GUIDELINES

FOR ENGAGING CUSTOMERS IN TIMES OF CRISIS



In times of crisis, it's often a panic situation across the board. That's why it's all the more important to keep a cool head and formulate a plan that will set your team up for success. Here are some tips to help you do just that.

1 Put yourself in your customer's shoes

In times of crisis, remember that you are communicating in a highly over-messaged environment. Consumers may be overloaded with information, so make sure your message counts.

2 Don't be tone deaf

Don't risk alienating consumers by hawking special sales or acting like nothing has changed. Be sensitive to the new environment.

3 Keep communication around the crisis high-value

Make sure your message is pertinent in a crisis. Limit it to news about cancellations of events, product rollouts, or services; or crucial information about inventory or delivery.

4 Watch your cadence management

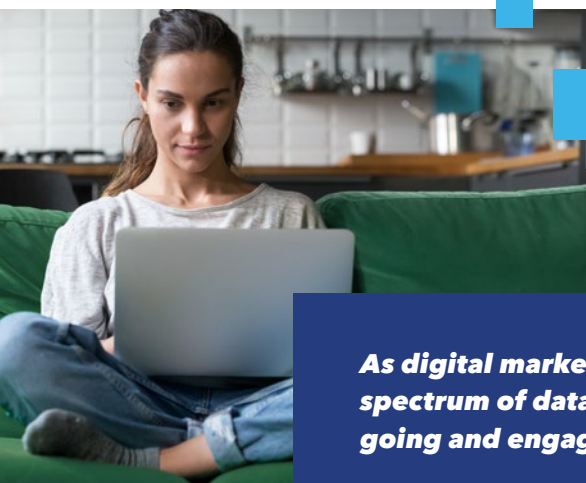
Perform a thorough audit to control the content & frequency of your marketing messages. Crossing the line may annoy customers and sour your brand reputation.

5 Re-orchestrate your channels

If there are widespread shutdowns, make sure your marketing automation no longer pushes visits to physical stores. Instead, formulate campaigns to encourage and reward online shopping.

6 Sprinkle in personalization

Using consumer data from profiles in your customer data platforms (CDP), serve personalized experiences across channels and devices. Individualized product recommendations or special offers will make your message stand out from the rest.



As digital marketers, we can still reach our audiences in crisis times. Using the full spectrum of data-driven marketing technologies, we can keep the conversation going and engage consumers with relevant, helpful and impactful content.