

Marketing Things “To Do” in Preparation for Business Reopening

Plan Out Your Post COVID19 Social Media NOW

It is apparent that our new normal for the next 12-18 months will have the term “COVID-19 included in it. So, let’s go with it and plan out our social media strategies for including this new way of thinking into our social media marketing. Here are a few ideas to get you started.

- Essential Workers Spotlight
- Team Return Spotlight
- Wisdom Wednesdays (smart tips on self-care and COVID awareness)
- Monday Mindset (infiltrating positive thoughts to empower the mind for the workweek.)
- Talk Time Tuesdays (a video conversation between two professionals within the office)
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Video Creation for Social Media

We are not talking about spending money on a film crew to come to your business. We are talking about using your tripod set up with your iPhone, holding your phone horizontally and shooting some videos. Let’s keep it simple! Here are a few video ideas to jumpstart your thinking when it comes to creating some engaging content.

- Welcoming customers back into your business
- Walking about what extra precautions your taking for customer safety
- Talking about what you all are doing to support your community, how you will honor your essential workers
- Discussing post COVID19 payment options for customers
- Sharing with your customers the top three things you have missed about work
- Interview your team and talk about how they best used their time at home
- Talking about all the education you and your team have taken during the safe at home.
- Talking about all the creative ways you have stayed connected with friends and family
- Show off updates done to your business while closed. (new paint, new floors, new furniture)

(For Bryant Consultant Clients, send us your videos and we will do the editing for you.)

Contest for Engagement

Make a Social Media contest for May and June. Here are a few ideas. The purpose is to be engaged in the community and to care more about others and tell their story’s. This will always be good for your business.

Essential Worker Spotlight

Have followers nominate community workers with a photo, their name, a story of why, and tag that person in the photo. Find a local business in your community that you can support with a gift card or a gift card to your own business for dentistry. Take a video of giving out the prize.

Small Business Spotlight

Have followers nominate small businesses around the area with a photo, their business name, a story of why they should be nominated, and tag that company in the photo. Choose the top three nominations and do a video spotlight of each. Go to their business and talk to them about how they have been through COVID. Tell their story on video. Spotlight each group through the month and have your followers comment, like and share. The winner would be the business with the most comments, likes and share. The winner receives your company’s business or purchase some gift cards from them or spotlight them in your office the entire following month.

Photos

Send before and after photos that you and your team have collected while in the office without patients. These photos are used for social media, website, Google page, Yelp page, etc. A set of photos can be used in many ways to market your company. What services do you want your audience to know you do?

Website

Make sure you have reviewed your website and sent over adjustments for hours of operations, adjusted workdays, updated services and any specific focus for the type of patients you're looking to attract for the next few months! What's your company's focus reentering to full business opening.

Paid Ads Google AdWords, Microsoft Ads, Facebook Ads, etc.

Many have paused campaigns during COVID 19. Now you may want to consider restarting your campaigns. If you haven't had a campaign before we can help you get one going!

Patient Communication Software

Turn back on your patient communication system. Any automation that you have paused due to being out of the office. Restart it!

- Adjust your messages to reflect new guidelines
- Update electronic paperwork to send out to patients
- Send out some blasts and mass communications welcoming everyone back to the office!
- Send out a customized video from your office