

Navigating COVID-19 Communications

1

SAFETY AND SECURITY FIRST

Before anything, establish and communicate health and safety protocols for all stakeholder groups: employees, customers and every link in your supply chain.

2

MONITOR FOR MARKET AND AUDIENCE INTELLIGENCE

Gather intelligence to uncover new audiences, markets, and opportunities to join or lead conversations and to evolve your communications and marketing activities.

3

MAP AGAINST THE FOUR STAGES OF THE DISRUPTION LIFECYCLE

Use the phases of the COVID-19 crisis to anticipate and plan against: Impact, Regroup, Rebound, The New Normal.

4

IDENTIFY YOUR EVANGELISTS

Make employees and other key opinion leaders your brand ambassadors in your communities, social media and other virtual channels.

5

FIND OPPORTUNITIES TO BE RELEVANT AND AUTHENTIC

Use your brand promise and purpose to find ways to show up authentically as you serve your communities.

6

BE PROACTIVE—DON'T WAIT FOR CONDITIONS TO CHANGE

Communicate early and often with all your constituents throughout the disruption lifecycle. Use data to identify opportunities to maintain relationships with key audiences.

7

ENGAGE INFLUENCERS

Pivot partner content for immediate context relevance. Be open to evolving your influencer ecosystem, engaging new voices or groups (e.g., hyperlocal) that you may not have considered before this crisis.

8

EXPLORE VIRTUALITY

Explore new technologies and be creative in delivering marketing and events online; consider AR or VR to increase engagement.

9

ANTICIPATE AND PLAN FOR THE REBOUND

Ketchum's experience in Asia shows that the disruption lifecycle advances quickly; keep the rebound in mind while communicating your brand and connecting with stakeholders at every stage.

10

KNOW THE CRISIS WILL END

Preparation and planning will help you and your company mitigate the impact of COVID-19 and set you up for success in the New Normal.

For more info visit:

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Ketchum is providing data intelligence and coronavirus communications counsel to clients in Asia, Europe, Latin America, Canada and the U.S.