

# How to Change Your Marketing Strategy: Post Pandemic

When the pandemic hit, the first thing that you thought of was most likely the health and wellbeing of yourself and your family members. If you are a marketing professional, the thought of bringing in clients likely slipped your mind.

In the time of a pandemic, people's priorities are everywhere. However, what happens to businesses once the pandemic ends and they have to begin producing marketing content again? Here's how you can get back on track to build client relationships after the pandemic with post pandemic marketing strategies.

## Focusing On Your Customer's Needs

Although marketing during the pandemic is important, most people didn't think to do that due to the fact that the main focus of most people was personal health. Instead of focusing on bringing in new customers, focus on maintaining the customers that you already have.

During the age of going digital, it might be a lot harder for some clients. This digital age is a lot harder for older people, and if some of your clients are older you might want to take the time to focus on helping them through your processes.

If your service provides subscriptions or allows for people to pre-pay for your services, you might want to refund the clients who chose these options. This is going to show your clients that you care about their wants and their needs and it is going to keep your clients coming back.

Moving all of your services online (if they can be) is going to be a gesture of good faith. If customers see that you care about their health enough to reintegrate your business onto a different platform, they are going to gravitate towards you more due to the way that people tend to think: in terms of themselves. If you provide them with a seamless experience from start to finish, they are going to be more likely to return to you.

## The Importance of Clear Messaging During a Pandemic

Due to the nature of a pandemic, this is when you should really refocus the goals of your business. Once you've done this, it's going to be a lot easier in order to show customers what you are looking for from them as well as what they are receiving from you.

Clear messaging is important because if you do not clearly set your regulations, clients are going to take advantage of the pandemic. If you clearly state on your website the dates between when you are going to be issuing refunds for, a client can't argue that they should receive a refund for a month outside of that time frame. This is extremely important in order to avoid any

conflicts that can be worked around. It is also going to show the customer that while you value them, you are not going to be taken for granted in the light of a tragic pandemic.

## Analyze Trends & Being Strategic with Marketing

Using your analytic trends, you can easily figure out what marketing strategies work for you. Marketing during COVID is a lot different than before because you have to solely rely on internet traffic.

To boost your internet traffic and your analytics, you are going to have to invest a little bit of time and money into your marketing. One way that you can do this is by investing in ads. Facebook can be a helpful hand in this as they can help you focus on exactly the audience that you are looking to cater to. All of their marketing tools are also affordable, even in the loss of the pandemic.

Another way that you can utilize marketing strategies during a pandemic is by connecting with your previous clients in a different way to let them know that your business is still alive. Doing this brings your previous customers back to you, and you can provide them with exclusive offers or discounts for being loyal. While it's important to make money, you're going to have to lose some in order to retain your customer base post pandemic.

## Reimagine The New Normal In Your Industry

You might be wondering how everything is going to fall back into place post pandemic. The answer to that question is that it might not. You are now going to be competing with competitors who are integrating the new normal post pandemic.

If your entire industry has integrated into online services and you neglect to make the full transition, people are going to be more inclined to go with a digital option. The pandemic has made people more inclined to spring for anything contactless, and that includes any services they need provided. You're going to have to refocus your business into this new image of normal.

You're also going to want to remember that maintaining relationships is the most important part of maintaining your business. If you can keep your clients happy, it is going to serve you a lot better and old clients and new ones alike are going to make the transition with you.

## Building Your Online Resources

Marketing during a pandemic can be hard, especially when people aren't leaving their homes. The days of billboards and movie theater ads are over. It's time to move into the digital age of marketing using social media.

One of the things you can do to boost sales is invest in marketing using influencers. One of the best examples of this is The Coldest Water. They used Tik Tok to their advantage and invested in marketing with big and small influencers alike. This small tactic boosted their sales immensely.

Once you start building a repertoire online, people are going to be able to easily find all of the information that they need about you. This is going to be important because nobody wants to have to call or search deeply for the answer to a question. If you have already spread your services out to people, there are real life clientele to provide answers to new prospects.

## The Verdict

The impact of online marketing during the pandemic has been a lot more intense than you may think. Creating an environment for your customers where they feel safe and valued is the most important part, but developing a post pandemic marketing strategy is going to set you up for success in the future.

Using post pandemic marketing trends, you can easily optimize your business to be more modern and innovative.