

HOW TO PROTECT YOUR MOST VALUABLE ASSET DURING THE COVID-19 PANDEMIC

As COVID-19 (Coronavirus) concerns continue to rise, protecting your most valuable asset (your customers and brand) should be your top priority. In this new ever-changing environment, there is still an opportunity for your brand to garner interest and increase brand trust. To further support brands in protecting their most valuable asset, SD Pros has created a checklist to help prioritize your brand's efforts. Below, you will find a checklist of things to do to protect your customers and brand.

- If your brand uses a social media scheduling tool, check your previously scheduled content.
- If the outbreak has affected your brands' hours of operation, post your new operating hours and share across social media platforms.
- Make sure the scheduled content is not insensitive to the current issue.
- Draft and schedule content that reflects your brand's messaging in regard to the outbreak.
- Be transparent in your messaging. Directly and clearly address your brand's plan during this time.
 - Steps your brand is taking to protect customers.
 - Reassure customers your brand is aware of the situation and is closely monitoring for new developments.
 - Share your cleaning processes and how your brand follows CDC recommendations.
 - Give tips to keep customers safe at home, during travel and while visiting with your brand.
- Offer education on the outbreak both on-site and online.
- Be hyper-aware of your brand engagement in the social space.
- Be responsive to questions, concerns, and comments on your brand social media.
- Be accommodating for customers. This will increase brand affinity amongst other things.
- Be proactive in your plans for operations following the resolution of the pandemic. Stay informed and offer information when you receive it.



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