

MARKETING & SALES GUIDE:

GOALS & SCHEDULE DURING COVID-19 PANDEMIC

The COVID-19 pandemic has forced a massive shift in day-to-day operations. Aside from all the internal changes your company may face, marketers and salespeople must also figure out a strategy to balance to:

- 1. Support clients that are still operational, but must pivot existing activities**
- 2. Prepare for the future of business, post-Coronavirus**
- 3. Find a healthy remote work-life balance**

Below, you'll find an outline of daily activities to help you meet your customers most immediate needs and create a longer-lasting relationship. Feel free to edit this document to fit your specific requirements.

Customer Needs

- 1. Empathy – We understand and can relate to how the pandemic is affecting their business and industry as a whole. We can relate to the anxiety and risks, but also the possibilities.
- 2. Human Connection – We can provide the human interaction that our clients seek out when they're experiencing the stress of business challenges.
- 3. Perspective – We offer a different point of view that can help clients overcome challenges in both their personal and professional lives.

Schedule by Hour

Hour 1
Listen, read, brainstorm; capture the best ideas on how to help clients first-thing

Hour 2
Write. Everyone can write. During physical distancing, writing down ideas, reflecting on them and processing provides clarity around what can and should be accomplished for the rest of the day.

Hour 3 & 4

Work and respond to email. There is probably some regularly scheduled work that needs to get done. And email never sleeps. Just don't do this activity in the first 2 hours of day because it quashes the best ideas.

LUNCH/ WALK

Hour 5 & 6

Reach out. Connect. Get feedback on ideas and work. Document the advice and make updates.

Hour 7 & 8

Execute - Coordinate to Execute Ideas or Finish your regular client work.

Example Schedule**6 am**

Read industry-specific content, read updates from thought leaders, check email for feedback.

7 am

Start crafting ideas and writing initial drafts for blogs and tools.

8 am

Client and agency work.

9:30 am

Homeschool kids and complete interactive STEM activity.

10:30 am

Client and agency work.

12 pm

Lunch and homeschool kids in arts and music.

1:30 pm

Collaborate with coworkers, apply feedback, reach out to colleagues, publish articles.

3 pm

Put on a movie or PBS show for the kids. Finish client work and create a to-do for tomorrow.

5 pm

Make dinner and practice Spanish.

Accomplishments

4 hours

Client Work

2.5 hours

Homeschooling kids

2 hours

Staying connected to clients to better understand their needs and challenges

2.5 hours

Producing content, consulting and providing services that help our clients and/or industry