

Messaging Amid Disruption

In today's climate, every brand needs to spend time revisiting its current content and messaging to ensure that it is relevant and helpful for readers. To help you manage this process, we've put together a few tips.



1

Examine all of your external communications – the company website, social media and any content (such as a newsletter) that you've recently shared or plan to share. Consider the current environment, both in your industry and in your customers' lives; anything that may come off as tone-deaf to your audience could result in a loss of followers.

→ **Ex:** In the weeks immediately following widespread shutdowns due to COVID-19, a fitness company sent out an email with tips on how to go to a party and not eat too much. While readers may have assumed that the email was drafted and scheduled before the pandemic, its message was longer be relevant and could potentially damage the company's relationships with subscribers.

2

After removing any content that is unlikely to resonate with customers and prospects, ensure that your website and other channels maintain a consistent tone across the board. Though this is typically done by the marketing team, now may be a good time to pull other leaders into the process to make sure content reflects the entire organization.

3

Keep your audience top of mind when developing new content or refreshing existing messaging. What are your clients focused on right now? Do they want to hear about the top/bottom line, or do they crave inspirational messaging? Whatever shift in messaging you choose, it should be authentic to the brand.

4

Once you've gone through the website, social media, etc. to ensure that all messaging acknowledges the current climate, determine whether it's time to start developing additional content, such as a white paper. In today's landscape, consumers are reading more than ever, and if you're a business whose experts may have a little down time, now could be the perfect time to kickstart thought leadership.