



Marketing PR & Social Media During a Global Pandemic



Tues, April 14 • 12:30pm • Via Zoom

Featuring:



sack lunch
AGENCY

KRISTEN
ROSE agency





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A G E N C Y

April 2020

WHAT CAN/SHOULD I BE DOING TO
**Market During
Covid-19?**

During this time

Should You be Marketing to Consumers?

Ask yourself the following:

Is your business still relevant during this downturn? And, can reaching people help your business make a profit or increase awareness in a positive way?

If YES, what can you do to reach them, considering events/foot traffic, etc., are out of the picture?

- Video (TV and On Demand/Streaming)
- Social Media
- Online Advertising, Retargeting Campaigns
- Direct Mail (the mail hasn't stopped)
- Other: Radio, Pandora, Eblasts, Print, Outdoor



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Video (TV & On Demand)

According to Comcast Data

84% ↑

More time spent watching Video On Demand (VOD) compared to same week last year

93% ↑

More time spent watching Cable News compared to same week last year

32% ↑

More time spent watching TV during the day compared to same week last year

1 Source: Comcast Viewership Data – National Footprint compared to West Palm Beach Footprint 3/30/20 through 4/5/20 vs. same period one year ago

3 Source: Kantar. How brands can survive the COVID-19 crisis. March 2020

4 Source: Forbes. "When a Recession Comes, Don't Stop Advertising," 9/6/19



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Social Media

Ask yourself, what does your social media look like?

According to the New York Times people are searching and entertaining themselves now more than ever.

27% ↑

Facebook & Instagram use from
Jan 15, 2020 - March 24, 2020

73% ↑

Nextdoor.com (neighborhood/local app/website)
Jan 15, 2020 - March 24, 2020

23% ↑

LinkedIn Viewership (Premium Free)
Jan 21, 2020 - April 3, 2020

Nextdoor for local
businesses

The only place for your business to connect
with your most valuable customers: people
in the neighborhood

[Claim your free Business Page](#)



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Online/Google Retargeting Advertising

People are searching online now more than ever.
Are you showing up?

Some local services are still **NEEDED**, such as:

- Pool Cleaning Services
- Appliance/AC Repair
- Professional Cleaning Services
- Grocery (small & large)
- Doctors/Express Docs
- Legal Needs, Employment, Injury, Family/Divorce Law, etc.
- Veterinarians



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Direct Mail

The mail hasn't stopped and local elections are over.

Similar to the retargeting ads, some services and products are still needed and can be reached by hyper targeting your local market:

- Pool Cleaning Services
- Appliance/AC Repair
- Professional Cleaning Services
- Doctors/Express Docs
- Legal Needs, Employment, Injury, Family/Divorce Law, etc.
- Veterinarians



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If your business is out of commission right now, what can you do?

Ask yourself the hard question: can and will you make it through this downturn? If the answer is “ABSOLUTELY” then what can you do for your company and brand during this downtime?

At Sack Lunch, we are currently helping some new clients who realized what they can do NOW, to prepare for LATER:

- Branding/Re-Branding
- Building or Upgrading your Website
- Devising a Marketing Strategy
- New or Upgraded Product Design
- Social Media Grid/Post Creation
- Blogs, Copywriting



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Client Examples During COVID-19

How we helped with a little creativity...



pop-Up Lunch Menu



WRAPS & SANDWICHES

All Sandwiches, Wraps & Salads are Served with a Chocolate Chip Cookie,
Lays Potato Chips & Choice of Capri Sun, Can of Coca Cola or Diet Coke

TRIPLE GRILLED CHEESE AND TOMATO BISQUE 7.95
American, Mozzarella & Cheddar on Texas Toast with a Cup of Creamy Tomato Bisque

"TWO"NA ROLL 7.95
Tuna Salad, Tomato, and Sprouts on Brioche

BUFFALO CHICKEN WRAP OR SALAD 10.95/11.95
Shredded Buffalo Chicken, Tomato, Lettuce, Shredded Cheddar with Choice of Blue Cheese or Ranch Dressing

CHICKEN CAESAR WRAP OR SALAD 10.95/11.95
Roasted Chicken, Romaine Lettuce, Croutons, Shredded Parmesan Cheese & Caesar Dressing

FAT BANANA BREAD PB&J 5.95
Banana Bread, Creamy Peanut Butter & Grape Jelly

TEXAS "TWO" STEP BLT 5.95
Bacon, Lettuce & Tomato on Texas Toast

SOUP & SIDES

CREAMY TOMATO BISQUE 4.95
The perfect dunk for your grilled cheese!

POTATO CHIPS75

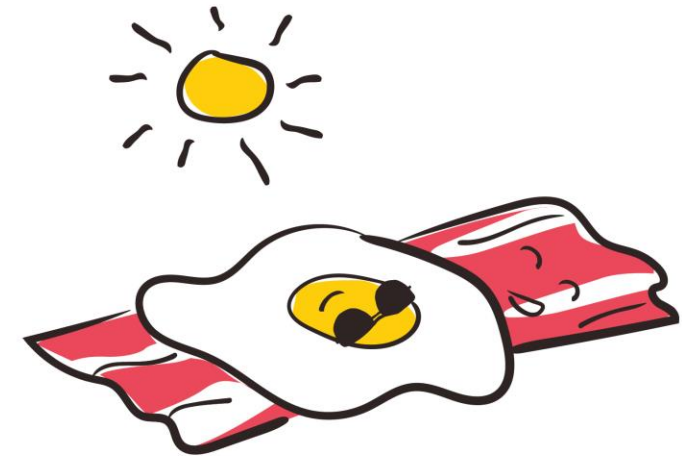
CHOCOLATE CHIP COOKIE 1.95

CAPRI SUN 1.00

COCA COLA 1.00

DIET COKE 1.00

SMART WATER 2.50



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IN Good TASTE
CAFÉ & CATERING

PICK UP OR DELIVERY DUDES AVAILABLE

CURBSIDE OR DELIVERY
(561) 265-2004

10% OFF
Offer Expires April 30th

Featuring Palm Sandwich

LUNCH MENU	DINNER FOR TWO
Charleston \$12.25 All-Natural Grilled Chicken Breast Marinated in Fresh Lemon Juice, Garlic and Herbs, Tuscan Artichokes, Provolone Cheese and Lemon Aioli on a Baguette, Chips & Cookie Included	Chef Stacey's Specialty Chicken Breast with our White Wine Cream Sauce, Wilted Spinach, Roasted Tomatoes Over Pasta
Palm \$10.75 Slow Roasted Turkey, Organic Greens, Brie Cheese, Home-Made Tomato Jam on a Baguette, Chips & Cookie Included	Chicken or Carolina Pulled Pork with all The Fixings/Cilantro Rice
Folly \$11.25 Fresh Mozzarella, Spicy Arugula, Tomatoes, Fresh Basil, Fig Balsamic on a Baguette, Chips & Cookie Included	Gumba Italian Meatballs Chefs Stacey Marinara Caesar Salad or Green Salad Lemon Dill Salmon Double Stuffed Potato
Soup & 1/2 Sandwich \$11.50 Half Sandwich and Small Soup (Add Prosciutto + 3.50)	\$39.00 + tax
DIYOS : Design Your Own Sandwich or Wrap Choose From Our Selection of Specialty Meats, Cheeses, Greens and Condiments \$11.95	& MORE Caesar Salad \$6.95 - w/Chicken \$8.95 Kids Chicken Fingers w/Tater Tots \$7.95
Wheat Wraps, Spinach Wraps and Egg Bread Available	Boars Head Deli Meats and Cheeses ½ pound Orders based on availability. Prices shared at time of order. Homemade Chocolate Chip Cookies ½ Dz \$7.50 Soup of the Day Pint \$7.95 Quart \$15.90

POP-UP GROCERY MART		
Toilet Paper	Gloves	Pasta
Paper Towels	Chicken	Bottled Water
Bleach	Ground Beef	and More!!!
	Tomato Sauce	

TO ORDER CALL: 561-265-2004
FOR PICKUPS: 1445 N Congress Ave | Delray Beach, FL 33445
Orders must be placed and paid for by 3:00 p.m. for following day delivery.

All Meals are being prepared following the stringent guidelines of the CDC, and Health Department.



Effectv :30 Spot

Ruth Rales JFS | "Ask for Help"

<https://www.dropbox.com/s/2hpoj0gzwbhlmya/30%20Sec%20Spot%20with%20assets.mp4?dl=0>





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Questions?

April 2020

WHAT CAN/SHOULD I BE DOING TO
**Market During
Covid-19?**

Stay Safe.
From our team to yours.
www.sacklunchagency.com



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PR & MARKETING IS NOW MORE IMPORTANT THAN EVER. IF NO ONE IS HEARING ABOUT YOUR BUSINESS AND YOU'RE NOT OUT THERE SHOUTING FROM THE ROOFTOPS ABOUT IT AND GETTING THOSE CUSTOMERS IN, YOU MAY AS WELL NOT EXIST.



Get to Know Your BRAND

- The truth is, no one can tell your business story better than you and your goal is to figure out the best way to tell that story; you know where you came from, you know your passion, you know your desire and you know why you're doing this.
- Make a list of what makes you the best at what you do so you can figure out your secret sauce and work that in, then once you've defined your brand you need to craft it into a clear, concise message.
- If you have current clients, take this time to “date” them again. Don't take any relationship you have for granted right now.

READ, LISTEN, WATCH

- This is something you need to do on a daily basis. YOU SHOULD HAVE A LITTLE MORE TIME TO DEDICATE TO THIS.
- If you don't know what's going on in your industry, who's talking about it, what they're saying, who's sharing news about it and what the competition is doing then you won't know who to pitch yourself to.
- You need to watch TV, YouTube, Instagram stories and read newspapers, articles and magazines. Listen to the radio and podcasts. It's so important to cover all your bases in terms of communication channels, because there could be several different people talking about your industry in several different ways and you don't want to miss anything!
- You really can't afford to take your eye off the ball here, because do you know who's doing their research on you? That's right – your competition; you can guarantee that they are reading, listening and watching you.

HOMEWORK, HARDWORK

- Who writes about your business and industry?
- Where do they write it?
- Who is your audience? (who reads, listens, watches)
- What stories are journalists most interested in telling?

SOCIAL MEDIA AND YOUR COLLECTIVE AUDIENCE

- If you've never had time to take stock of who and where your audience is, now's the time!
- Who are the journalists you most want to cover your business? Find them on social and ENGAGE! (don't get crazy though...)
- How is your mailing list doing? What's your read rate? How can you make that better and more consistent? Now's the time to trim the FAT! This is the only audience you TRULY OWN – make the most of it.
- Find your ideal collaborators/ partners

THE ALMIGHTY PITCH!

As daily lives are uprooted, media coverage has changed from writing about the outbreak itself to what this means for virtually every facet of life.

- **If you are pitching yourself, here are our tips:**

1. Include a problem and it's solution, for example, 'Trouble sleeping? Meditation will fix that for you'
 2. Reference a past story! Say 'I saw you wrote about my industry, I would love to share my expertise with you by providing you with these four points that I think will be really valuable for your next story'. This shows that you care about what goes out in the media about your industry, that you actually read what they wrote and that you're willing to help them out.
 3. You like stuff, we have stuff! This can appeal to journalists and influencers and is another reason why you need to read, listen and watch. Bloggers for example will write about things they like and use regularly or that are relevant to their niche.
 4. Compliments are great but only if they're real! Journalists in particular are very proud of their work, but only compliment them if you have done your research and you really mean it.
- Include links to your social media accounts so they can check you out or tag you.

Above all...be human, be nice.

Think critically about how to tell your story.

Err on the side of caution. If you're not sure if you're capitalizing on someone else's misfortune, you probably are...

Remember, we're all in this together. Life is going on but it has a definite limp, be aware and sensitive to the loss we are all experiencing and try to contribute to the hope we all need to build.



Questions?

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[IG @kristenroseagency](https://www.instagram.com/kristenroseagency)

[TW @kroseagency](https://twitter.com/kroseagency)



SOCIAL MEDIA DURING A GLOBAL PANDEMIC

AMANDA MacMASTER



SOCIAL MEDIA STATS



60% of consumers visit your Facebook page BEFORE they visit your website or brick and mortar store



80% of consumers look to see if your Facebook page is up to date



62% of consumers say Facebook is the most useful social media channel to research small businesses



Instagram users spend an average of 53 minutes per day on the site



MACMANDA
MEDIA

SOCIAL MEDIA PROFILE UPDATES

- **Social Media Profile Makeovers.** Give your LinkedIn, Facebook, Instagram and other social media pages a professional, polished appearance that is consistent with your branding. It's time for a social media makeover:
 - Your profile bio needs to be accurate and interesting.
 - Make it easy for people to contact you.
 - Your location and services should be clearly featured in your profile.



Instagram profile of Anna Hess Events. The profile picture is a circular portrait of a woman with dark hair. The stats show 97 Posts, 326 Followers, and 369 Following. The bio includes the name 'Anna Hess Events', the title 'Event Planner', and the tagline 'Making dreams come true, one event at a time.' It also lists services like 'Luxury Event Designer', 'Virtual Services Available', and 'South Florida', along with a Linktree link and location in Delray Beach, Florida. The profile is followed by MacManda Media, Studio B2, and 9.2.11.12.

97 Posts 326 Followers 369 Following

Anna Hess Events
Event Planner
Making dreams come true, one event at a time.
✦ Luxury Event Designer
✦ Virtual Services Available
☀ South Florida
linktr.ee/AnnaHessEvents
Delray Beach, Florida
Followed by macmandamedia, studiob2_emilianobrooks and 9.2.11.12

Following Message Contact



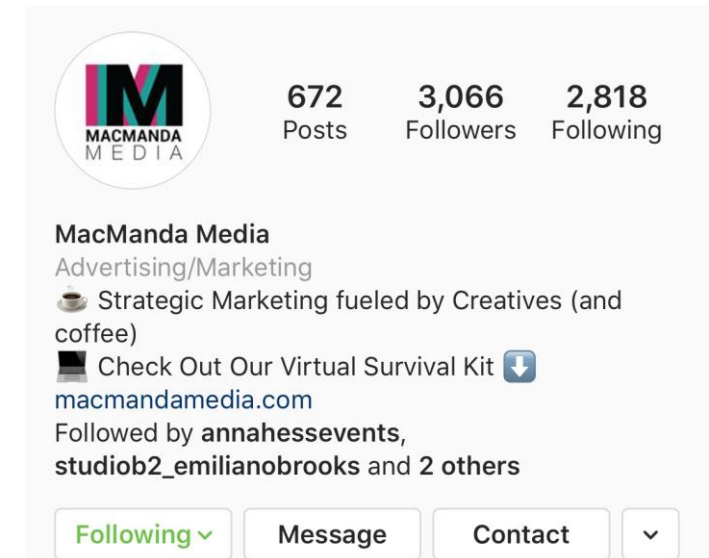
Instagram profile of Studio B2 (Emiliano Brooks). The profile picture is a circular logo with 'SB2' and 'a creative entity'. The stats show 1,132 Posts, 2,201 Followers, and 1,052 Following. The bio includes the name 'Studio B2 (Emiliano Brooks)', the title 'Product/Service', and a list of services: 'Photography', 'Design', and 'Printing'. It also mentions 'Veteran-Owned Business', 'Virtual and Socially Safe Services Available', and 'Let's Chat. Book Virtual Coffee.' with a Linktree link and location in Delray Beach, Florida. The profile is followed by AnnaHessevents, mandamacmaster, and 3 others.

studiob2_emilianobrooks

1,132 Posts 2,201 Followers 1,052 Following

Studio B2 (Emiliano Brooks)
Product/Service
Photography ■ Design ■ Printing
🇺🇸 Veteran-Owned Business
Virtual and Socially Safe Services Available.
Let's Chat. Book Virtual Coffee. ☕
linktr.ee/studiob2_emilianobrooks
Delray Beach, Florida
Followed by annahessevents, mandamacmaster and 3 others

Following Message Contact



Instagram profile of MacManda Media. The profile picture is a circular logo with 'M' and 'MACMANDA MEDIA'. The stats show 672 Posts, 3,066 Followers, and 2,818 Following. The bio includes the name 'MacManda Media', the title 'Advertising/Marketing', and the tagline 'Strategic Marketing fueled by Creatives (and coffee)'. It also mentions 'Check Out Our Virtual Survival Kit' with a download icon, a website link, and that the profile is followed by AnnaHessevents, Studio B2, and 2 others.

672 Posts 3,066 Followers 2,818 Following

MacManda Media
Advertising/Marketing
☕ Strategic Marketing fueled by Creatives (and coffee)
📄 Check Out Our Virtual Survival Kit ⬇
macmandamedia.com
Followed by annahessevents, studiob2_emilianobrooks and 2 others


Following Message Contact

NEW CONTENT STRATEGY

- **New Goals? New Services? New Strategy.**
 - Update content for new services and / or goals.
 - Need to communicate new hours, new services, and other new information in a timely, clear manner.
 - Schedule some posts, but do not automate. Update scheduled posts as needed.

Zeuner Realty
Published by Amanda MacMaster [?] · April 10 at 6:00 AM · 🌐


Just a few weeks ago, virtual tours were either a prelude to an in-person house tour or a necessity for out-of-town buyers who cannot as readily travel to house hunt. Due to the global coronavirus crisis, virtual home tours are increasingly being used by realtors and buyers instead of up close and personal interactions. Of course, your home should be clean - spotless! - before the camera arrives, but that's just the beginning. Here are 5 virtual tour video preparation tips to get your home video-ready.



ZEUNERREALTY.COM
Virtual Tour Preparation: How to Prep Your Home for a 360° Video [Learn More](#)

Anna Hess Events
Published by Amanda MacMaster [?] · March 25 at 11:39 AM · 🌐

What to Do If Your Wedding is Scheduled During Coronavirus Social Distancing - The unexpected crisis by the global COVID-19 social distancing and self-isolation policies has led to many changes in our daily lives - and changes to major life events, such as weddings. Here is a guide for brides considering postponing their wedding due to the Coronavirus.



ANNAHESSEVENTS.COM
What to Do If Your Wedding is Scheduled During Coronavirus Social Distancing [Learn More](#)

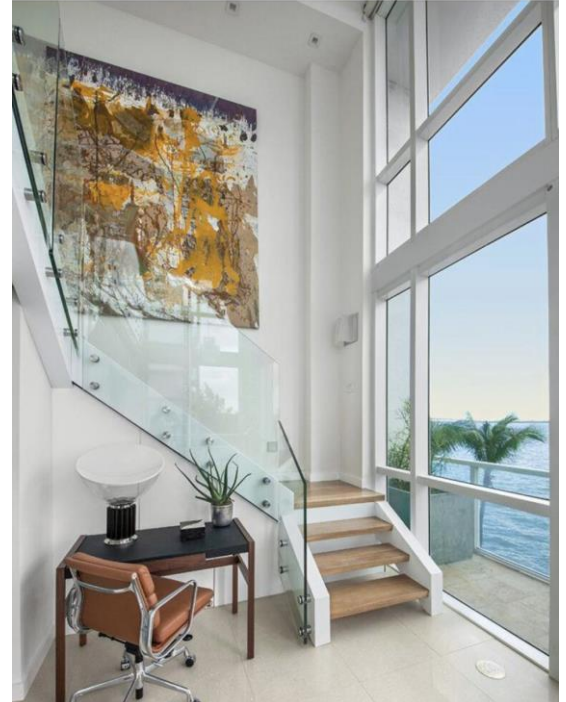
ByFerial Image Consulting & Training
Published by Hootsuite [?] · April 1 at 12:01 PM · 🌐

Do you have extra time to clean out and organize your closet? Sign up for our FREE WEBINAR where we will cover wardrobe organization & assessment! More details -> <http://ow.ly/a5Aq50z18WK>
#ImageConsultant



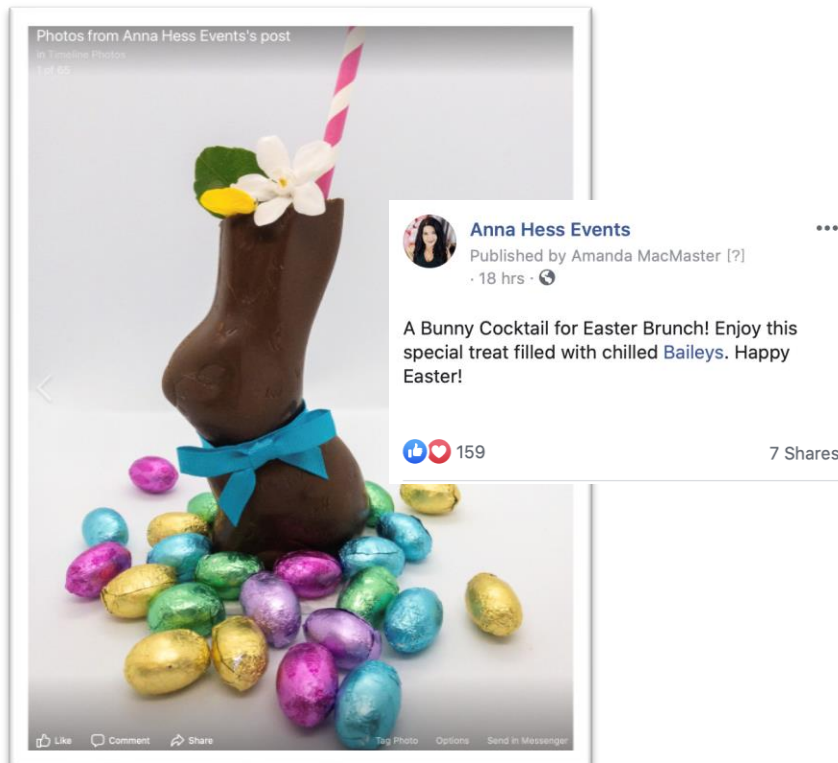
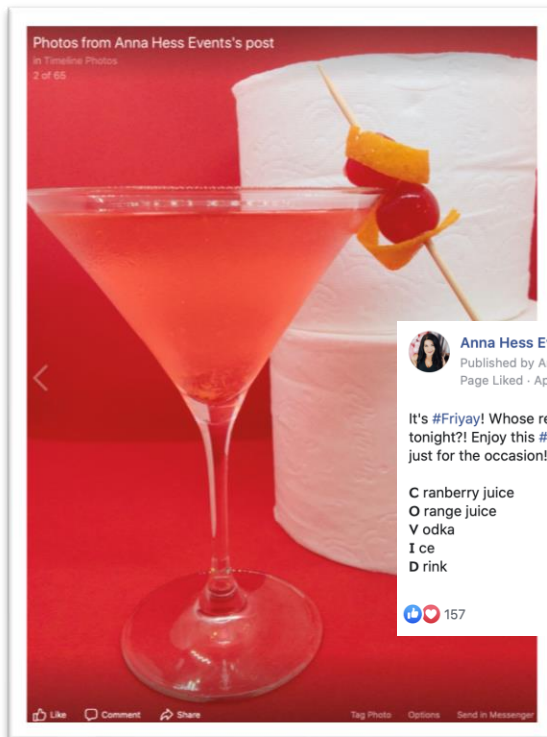
Kevin Gray, ASID
Published by Amanda MacMaster [?] · April 4 at 9:00 AM · 🌐

Home Office Design Tip - Locate your home office in a space that works best for you and allows you to focus on the job at hand, whether that means facing a blank wall or gazing out at nature. Read all 5 tips in my NEW BLOG -> <https://bit.ly/KGDHomeOfficeDesign>



GET CREATIVE

- • Create shareworthy and fun content to grab attention





WHAT'S YOUR STORY?

- Are you supporting local businesses?
- Are you volunteering?
- Are you giving back?
- Are you providing a discounted or free service?
- Are you providing free information or workshops?
- That's a story! Share what your business is doing to help community!

JOIN GROUPS AND GET SOCIAL

- • Network.
- • Share struggles, successes and knowledge with others in your industry.
- • Promote your business.
- • Connect with your community.
- • Support local.



SUPPER
CLUB



We are a community supporting our local businesses.

GET IN FRONT OF THE CAMERA

- • **Go LIVE!**
 - Live Events (concerts, theatre, poetry, painting, workshops, classes, etc)
 - Virtual Tours (venues, real estate, museums, galleries)
 - Quick Tips
 - Interviews
 - News and Information



Questions?



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@MACMANDAMEDIA

MacMandaMedia.com
Amanda@MacMandaMedia.com



Urgent Items Business Owners Need to Know During Corona-Crisis



Tues, April 21 • 12:30pm • Via Zoom

RSVP: [DelrayBeach.com/events](https://www.DelrayBeach.com/events)

Presented by:



KANIUK LAW OFFICE, P.A.

Mindfulness & Breathing Techniques to Destress During Stressful Times

Tues, April 28 • 12:30pm • Via Zoom

RSVP: [DelrayBeach.com/events](https://www.DelrayBeach.com/events)

Presented by:

casa  mannabliss