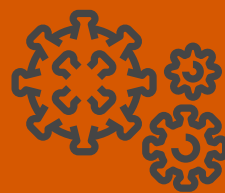


WHAT SHOULD YOU BE DOING WITH YOUR MARKETING DURING **COVID-19**?



FOCUS ON YOUR LONG-TERM STRATEGY

Now's the time to focus on long-term investments and strategies such as inbound and content marketing - especially if you're B2B and experiencing a short-term slowdown. **79%** of companies that have a blog report a **positive ROI** for inbound marketing.

CREATE ENGAGING INTERACTIVE CONTENT

One of the most effective ways to engage with your audience is via interactive content. After all, it generates **twice as many conversions** as passive content - and up to **FIVE TIMES** more page views than ordinary content.



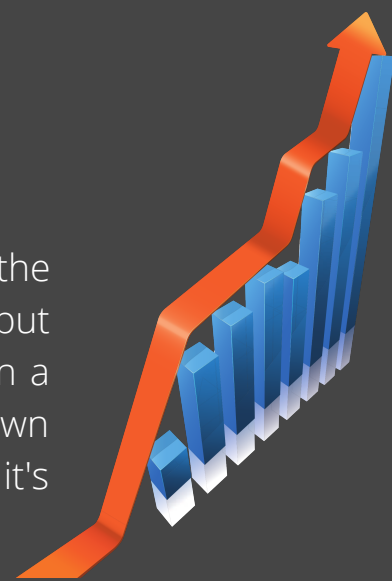
NOW'S THE TIME TO WORK ON YOUR BRAND AND OFFERS



If you're going to be in this for the long-haul, and you're seeing a dip in sales due to COVID-19, now's the time to **focus on your customers** and what you can offer them. So, when the economy takes an upturn, you'll be ready to give it all you've got.

EMBRACE NEW-BREED SEO

Google's algorithms are smarter than ever, and evolving all the time. It's more about context and relevancy than keywords, but also be sure to **mirror the language** your customers use on a daily basis. Conversion rates for SEO are **14.6%** - hands-down better than the 1.7% for outbound methods. But remember, it's only **one piece** of the puzzle!



SMART BIDDING IN GOOGLE ADS

Don't be scared to be brave whilst others are fearful (Neil Patel tip for you there). Smart bidding AKA **auction-time bidding** relies on machine learning by Google Ads to get the most out of your ad budget. There's more people than ever before spending a lot more time online right now, so if you have the budget, **seize the opportunity**. But make sure you're smart about it.



MOST IMPORTANTLY, STAY INSIDE, AND STAY SAFE!

Sources:

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**PHOENIX CONTENT
MARKETING**

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