



Marketing Communications Template

It's a confusing and stressful time for everyone. Provide clear, concise and accurate messaging about what your business is doing and how you can help your customers.

A few simple changes will go a long way to maintain trust with your customers.

What:

① Changes to your locations, hours, events, products and services

- Outline your service level changes – providing scenarios in advance.
- Indicate your product availability – especially what's out of stock.
- Advise on delays to product launches.
- Review current policies and consider offering changes, such as allowing cancellations, offering reimbursements or extending payment terms. Consider the financial implications of these changes carefully and your long-term relationship with your customers.

② What is your company doing to mitigate the spread of the COVID-19 virus?

How:

- Consider a special page on your website
- Social channels
- Google MyBusiness account
- Direct email to stakeholders (customers, suppliers, partners)

Pro-tips

- Consistent across all platforms
- Positive and consistent with your brand
- Keep track of FAQs and publish responses – share scripts with your team
- Watch your reviews carefully



See template on next page

What	Key message	Medium Email, web, social	Frequency	Date