



MARKETING MAYHEM: TIPS TO STAY SANE AND RELEVANT DURING THE PANDEMIC

Focusing Your Marketing Efforts

- Refine your message - who are you?
- Contact management – review, revise and categorize
- Stay visible and use LinkedIn
- Thought leadership content – generating ideas
- Webinar/speaking opportunities – Primerus, ACC, podcasts
- Individual business planning

Staying Sane & Workday Mindset

- Create new habits
- Eisenhower Matrix – what’s important? What’s urgent?
- Maintain regular hours and routines – block scheduling
- Over communicate and be positive in messaging
- Phone a Friend
- Don’t be too hard on yourself – this pandemic sucks.

Maintaining Relationships and Contact

- Maintain your pipeline of contact – [Hot Sheet](#)
- Make 3-5 “off the clock” calls
- People are welcoming contact outside of work – invite, inform or introduce
- Be creative and create opportunities to network and connect virtually
 - Lunch, coffee, or happy hour
 - Host or share an event they would appreciate
 - [Watson Adventures](#)

