

THE CORONAVIRUS SURVIVAL GUIDE FOR YOUR BUSINESS & CONTENT

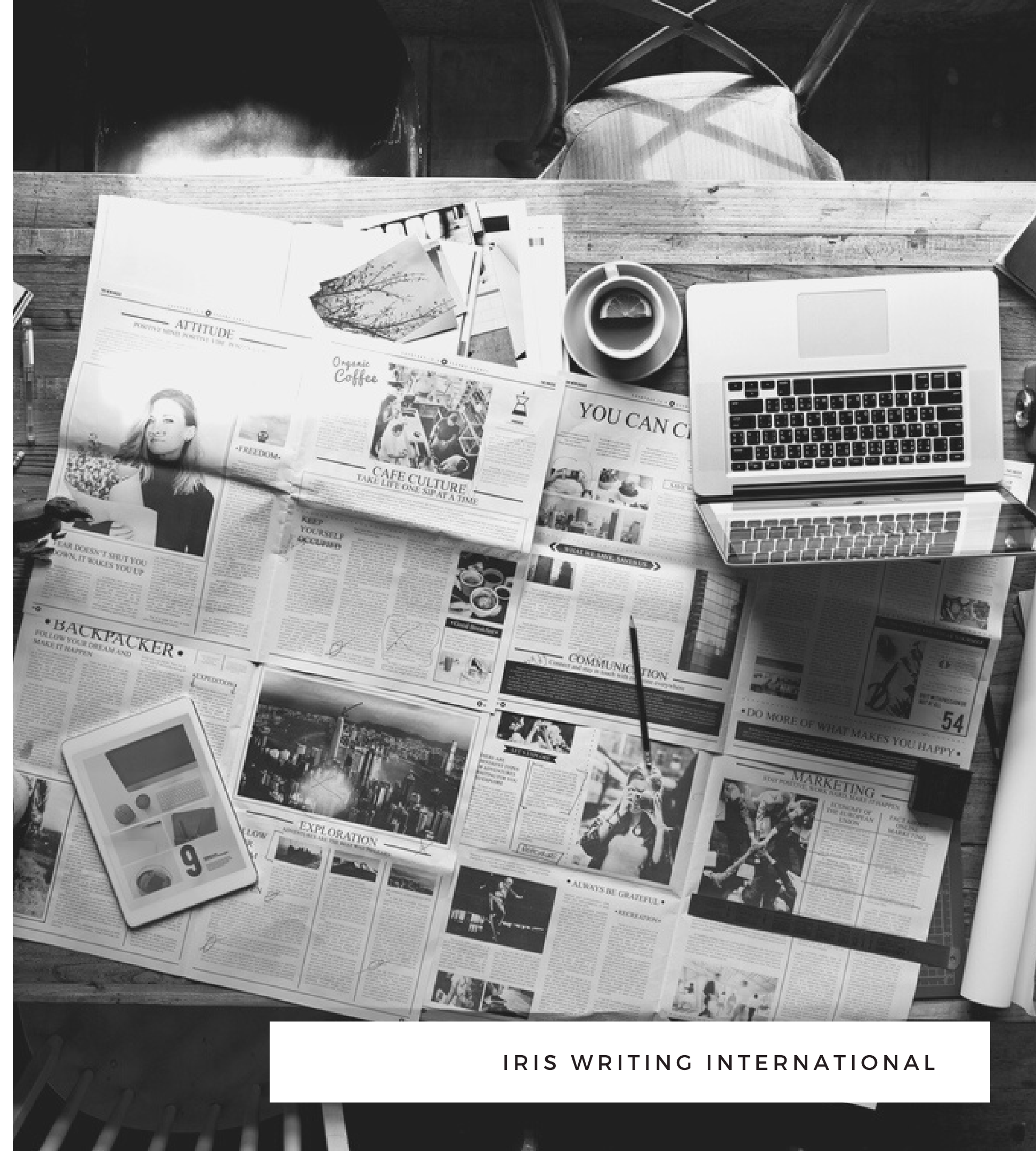
A COMPREHENSIVE GUIDE



IRIS WRITING INTERNATIONAL

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INTRODUCTION

According to data of the website [worldometers.info](https://www.worldometers.info/coronavirus/), there are currently 601,520* COVID-19 cases in the world, and 27,441* people have died. These figures are changing by the minutes. Brands are rushing to navigate the crisis as cases increase, both internally and externally. Major tech conferences like Adobe Summit and IBM's Think have been canceled. In China, the virus caused retail sales to drop by 20.5% in February. The pandemic has disrupted everything. It has changed the world as we know it. Everyone is hurting, but especially small businesses. Many of them have been quick to cut from content creation budgets.

They couldn't be more wrong because you need to feed content for your business to survive. It's the one sure way to show your clients you want their businesses during the pandemic and beyond. In fact, you may need it now more than ever. An average of 35% of marketing budgets are allocated for expenses, travel, trade show sponsorship, and attendance and marketers are feverishly (**no pun intended**) redistributing budgets as the virus blows up.

Amid the fear of sponsoring and visiting large events, smart marketers are opting for content marketing to stay engaged with their clients. This content is delivered directly to the latter online. Content marketing is a holistic approach that goes above and beyond blog articles and posts. It relies on SEO, social media, and email among a slew of digital marketing strategies. As upcoming events are canceled, businesses must expand digital content marketing efforts to ensure timely and consistent communication with customers. An example is scheduling a digital conference in place of a physical one and using interactive content to maintain missions and values without being exposed to the risk of traveling.

- As of March 28th according to <https://www.worldometers.info/coronavirus/>

CHAPTER 1

BEING EFFICIENT WITH CONTENT AGAINST THE BACKDROP OF THE CRISIS



To stop doing content or updating your sites with new content is the biggest mistake a small or medium-sized business can make in the midst of the coronavirus pandemic. Why? Big companies can afford to give their employees paid leave, but smaller ones may not be able to. They risk going under. They need a competitive advantage at this time of crisis more than ever.

Publishing fresh, new content and updating old content are surefire ways to attract new visitors to your site. Most people are at home, browsing idly. Even if your industry isn't 100% relevant to the pandemic, not everyone wants to read and listen about COVID-19 all day long.

Frankly, it's getting a bit tiring. Life goes on, and now's the time to make your content stand out and spend less for it than you normally would. Experts have united around the view that the economic consequences of the pandemic will be much direr than its impact on health and healthcare. Giving up content creation can bring a business down. This guide will help your business survive the crisis by explaining how to make your content more efficient while spending less. At this time websites need quality content, not large amounts of it, and you'll find more writers available to produce it at a lower cost than they normally would due to the fact that demand for their services is dropping.



WHAT DO THE HUGE CHANGES IN ORGANIC TRAFFIC MEAN?

There has been a huge drop in organic traffic for some industries and major growth for others since the beginning of the pandemic. What does this mean for content?

We present the figures:

The Winners

- Media (news): 33% traffic growth
- Finance: almost 30% traffic growth
- Food: 21% growth
- Pharma: 5% growth

Admittedly, the “losers” are far more:

- Travel: 46% decline in traffic
- Construction: 18% decline
- Advertising: 17% decline
- Transport: 16% decline
- Manufacturing: 15% decline
- Real estate: 12-13% decline

Other industries that have experienced a decline in traffic, albeit a less steep one, include agriculture, education, software, telecom, and technology. No need to get depressed. When you lose, you don't know what you're winning. Now is the time to start investing in quality content to keep your site and business relevant. Traffic may have dropped, but it hasn't disappeared. Your competitors will succumb to the losses and go bankrupt. This means less competition for you. Strike while the iron is hot.

CONVERSIONS HAVE SUFFERED AS WELL

For most industries, conversion rates are down. The financial sector also dropped in conversions despite its traffic boom. Here is the data for conversions. Unsurprisingly, the food industry was the biggest winner with the whopping conversion growth of 58%. Second was the healthcare industry with 19%, followed by media with 17% and pharma with 10% conversion growth.

Being in these industries is no reason to become complacent. Do not neglect your content marketing efforts. You're facing more and stronger competition than ever now.

Media sites in particular experienced a major conversion increase. A lot of them charge money to read updates. Construction was the biggest loser with a conversion drop of 43%, followed by travel with 41%, real estate with 32%, and manufacturing with 22%.





HOW IMPORTANT IS CONTENT MARKETING?

Content marketing is the most effective way to stay in touch with clients during the pandemic. It's a way to augment pipeline generation and make sure communication and engagement with a brand's audience is not disrupted irrespective of the circumstances. To achieve this, you need the right content marketing strategies. It becomes vital to focus on digital lead generation strategies as events like trade shows are mainly used for pipeline acceleration and demand generation initiatives. A lot of marketers claim higher digital spending leads to a correspondingly higher lead volume, but they disregard the aspect of quality in this equation. It's possible to increase pipeline generation without relying on physical events like trade shows as long as you vet the leads carefully.

A brand that adapts plans for physical events to become digital ones can increase engagement and scale their events globally. This is further evidence of how important content marketing can be. At this time, current and potential customers are looking for content that inspires, entertains, informs, and educates. A smart, robust content strategy will make it possible to leverage critical elements from online marketing. The pandemic has brought a new challenge before marketers that shows how crucial it can be to rely on channels outside of traditional marketing. Investing in online content marketing will ensure your customers understand you still exist and want their business in and beyond 2020.



DON'T STOP: HERE'S WHY

- Less competition
- Discounts possible
- Attract attention
- Win new clients over
- Ability to create cost-effective content

There's always less competition during an economic downturn, which makes getting results easier and faster. Deals are possible in some cases, such as a potential discount on pay-per-click ads. If the market keeps going down in the US, many publicly traded companies will have trouble paying debt off, which has reached the mind-numbing \$75 trillion. This means the government will bail out some of them. Others will be bought out. Still others will go bankrupt. All this translates to less competition and a surge of the SME sector. If this isn't a good time to attract attention and win new clients over with amazing content, then when? The investment is far less than it may seem. Once implemented, content marketing will pay itself off. It's important to direct your content strategies to the target audience. With riveting content, you'll quickly make a name for yourself at a time when few businesses are producing such, if any at all. Cost-effectiveness also emerges from the relatively economical execution of content marketing for providers and consumers alike. There are four cost effective solutions to continue creating content: applying a diverse approach, focusing on evergreen content, offering access to free content, and using social media. We'll tell you all about them in this short guide.

BE MAXIMALLY EFFICIENT WITH EVERGREEN CONTENT

Evergreen content is content that always stays relevant regardless of the year, season, or current news cycle. It is named after the evergreen plant, which never loses its green leaves.

Evergreen content, which is in line with your brand, will lead to you doing a lot less work. You save time because you don't have to update or change the content often. It also helps you get regular organic traffic. Outdated content doesn't rank well on Google. If you want to draw organic traffic daily, weekly, monthly, even year after year, your best bet is to create evergreen content. Such content doesn't experience a decline. Do research and choose topics carefully to make sure they qualify as evergreen. For example, a topic like "how to lose weight in 2 weeks and keep it off" will always be relevant. People will want to slim down in 2020, 2030, and 2040. Another evergreen is "how to prepare a nourishing breakfast in 5 minutes." People will always want to eat well at breakfast, the most important meal of the day, and save time doing it. Avoid non-evergreens like "getting the best deal on Easter eggs" - Easter only happens once a year. Likewise, election-related topics aren't ideal because elections happen once every four years.

CHAPTER 2

COST-EFFECTIVE CONTENT CREATION





In this chapter, we share some of the most cost-effective ways to create content. These include applying diverse strategies, giving your readers access to free content, and re purposing content. There's nothing like diverse strategies to make sure you're in full control of your content marketing. You will save money by delivering niche-specific content to the members of your target group who are most likely to purchase your goods or services. You won't need to carry out costly ad campaigns. Just tell the truth in a reliable and informative way. Content creators save money by infusing their messages with the kind of thought that attracts niche consumers' attention. Compared to advertising, the costs of buying or creating content is minimal. What is more, the different low-cost venues of delivering content, including podcasts, websites, blogs, and social media, are affordable for the consumer to access and for you to distribute.



1

ACCESS TO FREE CONTENT

The content on government websites is accurate and, most of the time, free. You'll need to make sure copyright on private material is no longer in effect. You can update older material for relevance to your niche. Yes, free content lacks the specific brand identification, eloquence, and other features your goods or services deserve to have, but you can customize content marketing to fulfill the need for reliability and to meet quality standards by means of message enhancement. In every event, few things can beat "free" when it comes to cost-effectiveness.

2

RE-PURPOSING CONTENT

There are tens of ways to re-purpose content. In this sub-chapter, we've outlined the most cost-effective ones. These include transforming existing content into podcasts, webinars, shorter blog posts, or email series or gathering it into expert advice e-books.



3 TURN YOUR ALREADY PUBLISHED CONTENT INTO PODCASTS

Listening is far from a lost art. People just don't like tuning in at a certain hour to listen to others talk. Podcasts can be digested at any time. They don't require the listener to be active and can be very enjoyable. Ideally, they are informative and enlightening. In terms of accessibility and convenience, they are hard to beat. How many videos can you watch (not to mention reading articles) while jogging, driving, or doing housework?

The serial form of podcasts also helps experiment with content and introduces new avenues as long as some technical quality is ensured. Once they've established contact, listeners normally come back to podcasts they enjoy just like one would to a TV show. You always tune in even though you know not all of the episodes are going to be good.

4 GATHER INTERVIEWS INTO AN E-BOOK

If you've done a lot of interviews with experts in a given niche, why not gather them into an expert advice e-book? There aren't that many expert advice e-books on the market. This is because it is not easy to get enough expert advice to publish a whole book of it. You know getting even a single piece of expert advice can be tough. Another advantage is that you don't actually have to create content. You're only responsible for arranging the interviews. There's a bigger chance of people finding the advice persuasive and relevant when it is coming from a variety of recognized experts than if it originated from a single source. As the compiler, you'll have input in terms of the design and structure and of dividing the different sections into a cohesive story. That's precisely what will make it possible to publish the interviews as an e-book instead of leaving the interviews scattered on different pages of your website.



5 UPDATE YOUR OLD POSTS WITH NEW DATA

Content is a living, breathing organism. This means you must update old posts with new knowledge and information as you get a clearer or more complete picture. Some people (wrongfully) call this “recycling” old content. That’s not what it is. Updating is about making things relevant again; breathing new life into content. It means offering new and lucid insight. You may have been sure a certain SEO tactic was useful or beneficial, but doing research to return with a more nuanced approach could help your readers a great deal. It might also win you new ones, drawing them into discussion and making up for the fact that they missed the original post.

6 A FUN, DIGESTIBLE WAY TO SHARE YOUR STATS

Like all information, statistics can be presented in a number of ways with different impact. Nothing is better than a well-designed statistic when it comes to shareability. A professional infographic is a valuable, visually appealing educational tool, and what better way to share it than Twitter? The king of micro-blogging created an empire based on the premise that you can say a lot in a few words – or, even better, in one single image.

A good infographic should show all the relevant information, make sense, and do away with useless or repetitive data. Designing an infographic is usually harder than collecting the info you want to present to your readers. A well-made infographic will be liked, commented and, most importantly, shared. There are a lot of tools and templates to use, so you don’t need to hire a designer or make colossal efforts on your own.



7 CREATE FOLLOW-UP BLOG POSTS AND ARTICLES

Every field is rife with innovation, particularly finance and technology. Your information from a few months ago might not be valid now. You'll find a follow-up post relevant if new ways to do something have been discovered or there are now more or fewer reasons to do something than there were before. If you've talked to industry experts or readers about a topic in the meantime, you may have found there are more worthy items to write on than you first imagined. Perhaps a marginal "character" in your original post has gained relevance and merits their own article now. The reasons to create follow-up posts are practically endless. You could go about it like this, "In a recent post, I shared 5 ways to lose (...) pounds in two weeks. Now, I share 5 more ways to lose (...) pounds or 7 ways to make them stay off."

8 WRITE GUEST POSTS ON TOPICS YOU'RE AN EXPERT ON

Your expert knowledge on a topic means you should not be confined to your site. Possessing sufficient expertise in a niche or subject means you could write guest posts for other sites, whose audiences might be completely different from yours. Alternatively, you could make podcasts with industry leaders on topics you're an expert on or well-familiar with.

9 USE YOUR CLIENTS AS A SOURCE OF CONTENT

Continuing from the previous point, why not compile clients' support questions into an FAQ page or convert user testimonials into content? You could also use photos or videos from clients using your product. This is a trend that's not going anywhere any time soon. People find real-life users more convincing than celebrities who were paid to promote a product.

10 USE QUESTIONS YOU GET ON SUPPORT TO CREATE CONTENT

It's often the case that some of the most interesting questions we get come from our readers. They are the people relying on us to help them improve their knowledge or skills. Many websites bring people together by answering questions, like Quora, but it's always good to maintain a personal relationship with your audience. You can turn your answers to the most interesting or challenging questions into blog posts. If you've invested time (and ideally research) in the answer, it's very likely to be useful to a broader group and shared over and over again.

11 NEWSLETTERS ARE MAKING A COMEBACK

Content marketers are finding success sharing their best content this way - at least those who have found ways to make a newsletter their clients actually read. You need a good design, relevant content, and a smart strategy (discovering the right audience and getting them to sign up for a newsletter willingly). Be clear on what news to publish. Put the "Unsubscribe" button in a visible place and don't ask for a reason for unsubscribing.



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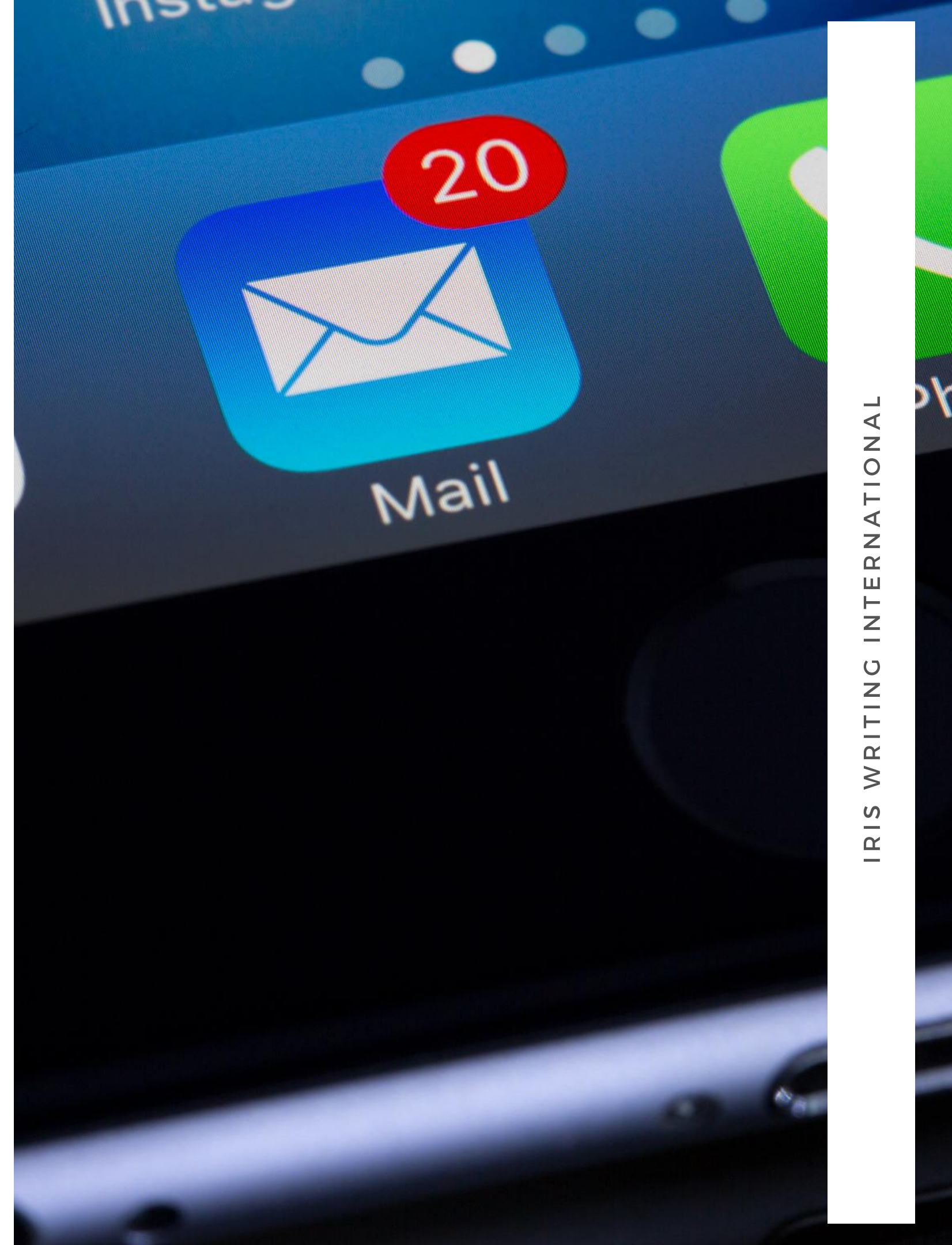
BREAK UP A LONG POST INTO A SERIES OF SHORTER ONES

It often happens that it takes more research and analysis to create a quality post than we planned, especially if we want it to appear in a notable publication. We also end up with a longer post as a result. The mere thought of letting all that effort go to waste is upsetting. The good news? You don't have to. Break up a long post into a number of smaller ones. The readers will find the content easier to digest and you'll have the resources for more than one update. According to SEO experts, Google likes longer articles, but length can be a deterrent to many in our busy day and age, even when they are very interested in a topic.

13

CONVERT CONTENT INTO A SERIES OF VALUABLE EMAILS

Finally, you can repurpose valuable content by converting it into a series of practical emails. Any "tips and tricks" type content will work. It's a great way to offer great insights to readers in an easy to digest format. You could also "syndicate" content, which is where a popular site from your sector features a piece of content from your blog.



CHAPTER 3

USING SOCIAL MEDIA TO CONNECT TO AUDIENCES



As COVID-19 spreads across the globe, millions of people are confined to their homes. Social media play a critical role in the way people socialize and share information. Facebook, Instagram, and other tech companies are taking measures to protect their staff's health by – regrettably – sending content moderators home. These are the people who examine content to make sure it is valid and verifiable. Without them, social media users have to rely on bots for accurate and reliable information and news. During major outbreaks in the past, media like Facebook and Twitter played a marginal role, if they even existed. Today, they are facilitating important discussion, but allowing misinformation to spread at the same time. The unprecedented level of data available to us in real time can fuel anxiety. It can also provide the tools we need to make informed decisions.

WHY IS SOCIAL MEDIA EFFECTIVE?

Social media is the most effective content creation option because it adds the benefit of dialogue and lets you access your markets at the same time. Its very nature promotes communication. Niche consumers will always share their thoughts on your goods or services with each other. You expand your presence on social media by finding the networks most popular with your target audience, be they Facebook, Instagram, Twitter, LinkedIn, or Pinterest. You can further leverage niche communities based on real-time events, which creates an opportunity to share your content in a manner that's cost-effective both for your company and your consumers.



THE PROBLEM WITH FAKE NEWS

Instagram and Facebook have started eliminating fake news and conspiracy theories about COVID-19 from their platforms. As the virus fades into oblivion, this policy will remain in effect, extending to all topics. In line with the fact that social media are becoming the most important and cost-effective way to market content, here are our tips on how to market your content more successfully. Against the backdrop of great social isolation, the chances of it being seen and remembered increase exponentially.

TIME YOUR POSTS CAREFULLY

You need to publish with consistency to build a loyal reader base. Decide on a publication frequency according to your type of content and the resources you have available to you. This may be weekly, biweekly, daily, or more than twice a day. It's best to publish high-quality content less often rather than fill the space with frequent, but poor-quality material that will be ignored.

BEST TIMES TO PUBLISH CONTENT DEPENDING ON MEDIUM

FACEBOOK

According to a survey by Sprout Social, the best times to publish content on Facebook is on Wednesday at 11 a.m. and between 1 and 2 p.m. The worst day to publish is Sunday. For quite a number of industries, Wednesday is the top day. Likewise, activity declines on the weekend.



INSTAGRAM

Instagram shows a similar tendency. Use of the second most-popular media platform piques at 11 a.m. on Wednesday and from 10 a.m. to 11 a.m. on Friday. The worst day to post is Sunday again, and the best – Wednesday. On a whole, the most consistent engagement on the medium is on weekdays from 9 a.m. to 4 p.m. Compared to other media, Instagram has scattered engagement points on mornings and weekends, but engagement becomes lower every day after 9 p.m. and before 6 a.m.

TWITTER

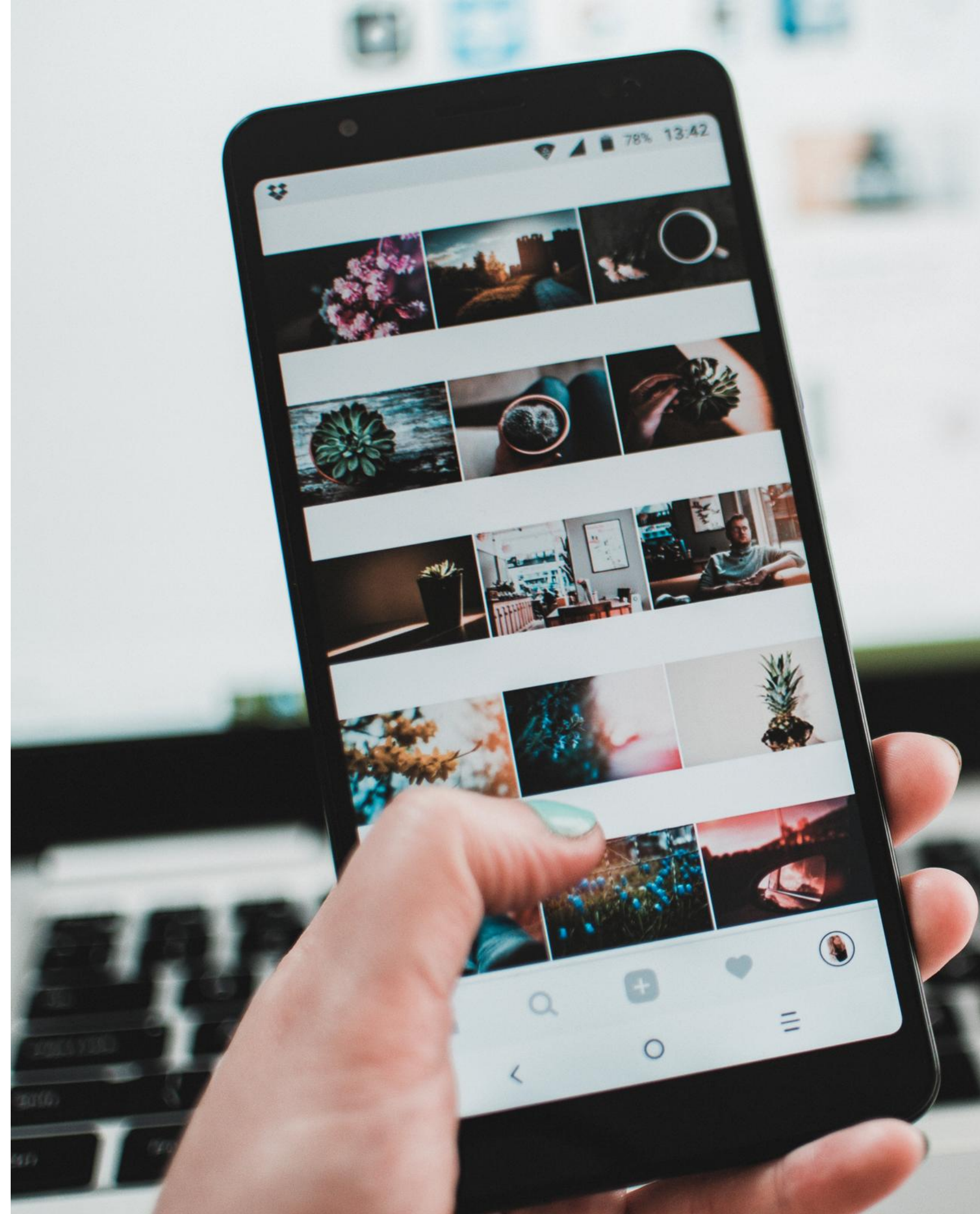
Due to the accepted bite-sized format of tweets, it's advisable to post to Twitter at least a few times a day. The best time to post is at the beginning of the workday on Wednesdays and Fridays. These are also the best days to post on. You can take a break on Saturdays as few will pay attention to your content then anyway. Twitter will remain a great platform for connecting directly with your audiences for a while. It's a highly versatile medium, on which you can connect via threads, direct messages, or mentions. Your brand doesn't need to be named. By subscribing to Twitter listening (there are tools and apps to choose from), you will get real feedback on your customers' likes and dislikes. You need to know when to post to get the best engagement on the platform. Twitter audiences across all industries tend to log in early in the morning to catch up on updates and news they've missed over the weekend. Workdays from 8 a.m.–4 p.m. is the safest engagement interval. Later in the day, engagement will drop. It is at its lowest point before 4 a.m. and after 10 p.m. every day.

LINKEDIN

Historically, LinkedIn has targeted a more specific audience compared to other platforms, with a focus on professional users. The data below is valid for every industry even though use patterns are prone to change. The best times to publish content on LinkedIn is on Wednesday from 8-10 a.m. and noon, Thursday at 9 a.m. and 1-2 p.m., and Friday at 9 a.m. Thursdays and Wednesdays are the days you'll get the highest engagement, and Sundays – the lowest. While the audience is more niche on this platform, its marketing power is not to be taken lightly. The medium is a perfect lead generation tactic with its combination of motivated users and advanced search and targeting options. More and more marketers and users are starting to apply and leverage unique strategies, like using LinkedIn's vast potential for influencer marketing and thought leadership. Unsurprisingly, engagement is most reliable on workdays. Your content is most likely to be perceived as share-worthy if you post Tuesday through Friday from 8 a.m. to 2 p.m. Outside of business hours, engagement on the platform declines. Do not post before 4 a.m. or after 8 p.m. Reflecting the medium's professional users' need to catch up on what they missed over the weekend, Monday is a bit lower on engagement as well.

CONCLUSION

Invest time to engage one-on-one with followers and don't be afraid to share and repost other experts' curated content. Social networks are benefited by the outbreak as people turn to them to access news content or connect with friends and family. Do not miss the lucrative opportunity to market your content on them.



CHAPTER 4

IMPORTANCE OF CONTENT MARKETING DURING THE PANDEMIC



According to a Wyzowl survey cited by marketing authority The Drum, the sector is divided on their views of marketing prospects with 46% expecting no change in spending and 48% expecting a reduction. Wyzowl surveyed mostly US-based marketing professionals and determined that just under 70% of marketers have had to “adjust” their practices. 90% continue to work, 50% of whom from home. 10% have closed up shop.

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PHYSICAL EVENT CONTENT HAS TAKEN A HIT

In terms of content marketing, the pandemic has impacted physical events and print most severely. Three-quarters of marketers have cut spending on physical event-related content and 45% have reduced spending on print. Digital marketing spending has increased, with paid ads, video, and broadcasting riding the wave with 31% growth for the first two and 28% growth in broadcasting. Video content is especially recommended for the industries hit hardest by COVID-19, such as travel. As they stay home, people will yearn and never tire of beautiful vlog content about exotic destinations.



THE TIME TO MARKET IS NOW!

Many marketers make the mistake of shying away from talking about business and customers in the days of the pandemic. It might seem greedy and superficial to discuss pricing, brands, and customer behavior at this time, but global trade's practical reality makes it necessary to market now. Industries need to keep working so workers get payment and feed their children. Effective content marketing oils those wheels better than anything.

TYPES OF CONTENT TO CREATE

Obviously, news-related content is in greater demand than ever. Include plenty of statistics and verifiable data in yours. There are now more visits to government sites than there have been in modern history. As you cover news, do not be tempted to exploit fear. It will have the opposite effect.



A photograph of a person's hands working on a silver laptop. The laptop is open, and the person's fingers are on the keyboard. A smartphone is placed on the desk next to the laptop. A semi-transparent white banner with the word "Search" in bold black font is overlaid on the left side of the image. A yellow square with a black magnifying glass icon is overlaid on the right side of the image. The background shows a window with a view of greenery outside.

Search

HOW TO STAY RELEVANT DURING THE CRISIS

Post content announcing freebie giveaways or a charity initiative on social media. Brands that make an effort to help in some way will be remembered years later. In this context, we will mention LVMH, who have started mass manufacturing hand sanitizers for hospitals in France. Explore digital alternatives and more event-like content promotion in light of mass-scale event cancellation and distribute content in a format that is more event-like. The cancellation of notable industry events like the Adobe Summit and Facebook's F8 will inflict major losses. A January 2020 survey from Demand Gen Report found that over half of B2B marketers in the US considered trade shows and other in-person events a highly effective means of driving conversion. Distribution of some form of content is the main component of events for most marketers, be it a new business strategy, information about new products, or a chance to create thought leadership. Marketers are reevaluating the ways, in which they are distributing digital content at present. It is possible to imitate the personalized experiences live events offer in digital format.

AI TECHNOLOGY AND AUTOMATION TO THE RESCUE

AI technology and automation can make your content marketing easier. For example, these tools enable brands to segment and customize email marketing content with view to the current climate. Know that in times of crisis, your target audience's behavior will change rapidly. Their engagement on online platforms is changing dynamically. Brands need to alter the way they measure success. Historically, email has been a telling measure of success and tying analytics to this strategy can help brands become more adaptive to optimize.

BUDGET CUTS: WHAT TO DO?

Most brands are facing the major challenge of what to do with and about their cut marketing budgets. It can be tempting to invest the little you have into sales promotion and short-term performance marketing. This would be a big mistake because no amount of smart sales activation and hot deals can stimulate a market that is confined to their homes and scared about what the future may hold. If you're facing a drop in your marketing budget, the best option would be to invest in longer-term brand development. In current market conditions, there is little hope for performance marketing. This is only the beginning of the coronavirus crisis. We are going to be seeing more and more examples of brands that did not turn their back on their core values and mission in the face of gargantuan pressure. We will also see quite a few that left employees, customers, and the broader public to fend for themselves.

SHINE YOUR BRAND LIGHT IN THE DARK DAYS AHEAD

The pandemic will pass. In the foreseeable future, consumers will return to the cafes, streets, and activities that were inaccessible to them in the dark days. The cost of snuffing your brand light out for the rest of this year and trying to reignite it in 2021 might prove unbearable.

CHAPTER 5

SEO: KEEP CALM AND OPTIMIZE



At the risk of promoting the opposite reaction: please don't panic. The knee-jerk reaction of shutting SEO down has set many brands up for an uphill battle for recovery. Small and medium-sized businesses are particularly vulnerable. One thing is certain about the situation with COVID-19: you will not only survive, but recover. Your gains or losses through organic search are balanced by the gains or losses of others. According to data of the US Small Business Administration, companies should set at least \$7,000 aside for marketing and advertising per year for every \$100,000 in gross revenue. Throughout the pandemic, maintaining at least this marketing investment is critical. Maybe growth is impossible for you at this time. You can't force it. You can reduce your investment in paid advertising if it makes sense, like if there's no point in trying to attract customers to your store because you've reduced your hours or closed. Brands are in SEO and inbound marketing for the long haul. You've invested in ensuring data quality, building workflow and processes, creating quality, high-ranking content, and building an audience and customer base. Bank on the fact that a lot of companies are panicking and making emotional, often bad decisions with respect to prospects. Their quality or review volume will diminish, their engagement will drop, and they will start to lose traction.



TIME TO COME OUT ON TOP

This is the time to come out on top, stay the course and face all of the impactful marketing and SEO tasks you've been putting off. Get your team working on these as they work from home if you are handling your own marketing and SEO.

1

GET TO KNOW CUSTOMERS BETTER

There has never been a better time to really get to know your audience. Go through your lead, sales, and analytics data. What do you really know about the people buying from you? Do you know anything about people in the area who didn't choose your business? Compare online and offline trends and see if there's anything you can fix. Have you missed key analytics data, like which device your customers use most often?

2

HOST VIDEO CALLS ON ZOOM

Use Google Hangouts or Zoom to record and host video calls. Interview your customers and staff about their knowledge of and unique experiences with your products, culture, and services.

3 PERFECT YOUR OUTREACH STRATEGY

Are your customers used to hearing from you on social media, by SMS, or by email regularly? Now is not the time to stop contacting them via these channels.

4 IMPROVE SERPS

Most small and medium businesses limit their efforts to maintaining a search presence. Some take them a step further to balance PPC and organic search for more optimal coverage. Most haven't thought about getting more sophisticated. Plan your domination of snippets and position zero now that you have more time to dig deeper.

5 ADJUST YOUR GOOGLE MY BUSINESS PROFILE

If you're taking measures to avoid the coronavirus spread by operating on special hours, use them to your advantage. Google wants local businesses to inform customers of such changes by using the tools at their disposal within the dashboard of Google My Business.

6 ELIMINATE UNNATURAL LINKS

There's so much shady competition and unscrupulous SEO out there that businesses often just don't understand why their extensive SEO efforts aren't paying off. Frequently, it's because of unnatural links. These are bad links used to manipulate a webpage's search engine ranking, built or purchased by spammers. Sometimes, they are unintentional. The most common examples are injected links, link schemes, and footer links. Injected links, done when someone uses automated scripts and software to insert links in content without the editorial team's permission, are the worst kind. They are most likely to be penalized by Google. Link schemes are where an entity builds links by linking from its other websites. They are also known as link farms. Widgets are bad links too. Add "nofollow" to get rid of these.

WHY WORK WITH A PROFESSIONAL CONTENT AGENCY?

Iris Writing International disposes of current and reliable data on global trends, offering you the latest on the developments in your industry. We set high standards of professionalism and convenience. We are highly attentive to deadlines and specialize in finding and communicating the ideas and beliefs behind a brand. Our expert team of content writers is not only able to provide high-quality writing and marketing services, but also address our clients' unique circumstances as the pandemic rages on. We talk to clients, research, and evaluate to express their voice in a knowledgeable and inspired way.

We customize content services for all needs and budgets and have different packages and pricing plans you can choose from. We polish content to our clients' full satisfaction. We'll present your brand the way we do our own: by highlighting its unique features and expressing them clearly and effectively.





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