

Idea's Guide to

Survive & Thrive

Both During & After this Period of Uncertainty

idea.

Next 2 weeks: Survive



Communicate

Activate your business continuity messaging & check that your tone is appropriate (positive but realistic)

- Communicate by email/social/website & address FAQs

- Reassure clients that you're still there for them

Dynamic Content

Use infographics to explain your services and social media to get the message out there.

- Use your iPhone or Laptop Camera to shoot presentations and updates. Share with clients by email or social media.

- Use interactive content like client surveys to gauge current and projected needs.

Innovate

What services do you have that can help people at this time?

- Use the time smartly - catch up on those jobs that you have put on the long finger

Digital

Is your website working hard enough for you?

- Is it up to date/SEO Optimised?

- Does it need a refresh?

If you need assistance, we can help

idea.

For FREE:

We can immediately give you a **FREE website audit** to help you understand where it might need attention.

Call (01) 250 0050 or email: ciaranfox@idea.ie

We can send you our handy guide to shooting a corporate video on your smartphone like a pro.

Call (01) 250 0050 or email: info@idea.ie

As a paid service:

The only way is digital for immediate communications with clients and new markets right now.

We can help develop an intelligent, impactful and effective strategy, infographics and online campaigns that can be implemented straight away.

Call (01) 250 0050 or email: info@idea.ie.

Next 6 weeks: Prepare



Evolve

Evolve your Business and Brand Strategy: Prepare for an acceleration of activity when normality resumes

Messaging

Competitive advantage can be gained by getting your brand and messaging aligned now: is your messaging right?

Strategy

Develop your digital marketing strategy for both planning and recovery stages

Collateral

Make sure you have the marketing collateral/ brochure/advertising/ ezine/digital campaign to hit the ground running when normality resumes

If you need assistance, we can help

idea.

For FREE:

Corporate Identity: We will send you a brand audit checklist to review how your brand is working across your marketing collateral.

Call (01) 250 0050 or email: Jane@idea.ie

Social: We will send you a checklist to review the platforms you are on as a business and personally. Check if they still relevant to your business/are they up to date?

Call (01) 250 0050 or email: Ann@idea.ie

As a paid service:

We have great experience working remotely with clients from all around the world delivering insightful brand and digital workshops, business consultancy, research and insights. If you would prefer for us to perform a Brand Audit or Social Audit for you or if you would like us to create a full Marketing Plan or Digital Marketing Strategy for your business, get in touch.

Call (01) 250 0050 or email: info@idea.ie

Recover: Be ready for it



Reconnect, launch advertising campaign



Implement the recovery part of your new digital strategy



Meet people, in real life... we'll all be sick of Zoom/House Party/Microsoft teams & Blue Jeans by then



If you need assistance we can help

This is what we've been doing for clients for the past 24 years, we'll meet up with some awesome coffee, croissants and cake and help you bounce back with an impactful advertising campaign and a digital strategy that will deliver results.

Call (01) 250 0050 or email: info@idea.ie

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Get in touch today!

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