

# MAXIMIZE YOUR MARKETING 7.1

## MEETING A DYNAMIC WORLD WITH DYNAMIC MARKETING

### Key takeaways

Throughout the life of your business you'll navigate many dynamic circumstances. Keeping your communication and marketing proactive, innovative, and responsive will keep your customers engaged and delighted.

### DYNAMIC PIECES OF YOUR BUSINESS

- 1** Customer Response including but not limited to...
  - Good and bad reviews
  - Over-engagement and under-engagement to services, campaigns, and promotions
- 2** External Circumstances including but not limited to...
  - Local and global crises
  - Weather events
  - Supply shortages or disruptions
- 3** Internal Circumstances including but not limited to...
  - Staff changes, shortages, or problems
  - Geographic relocation
  - Company restructuring



# LET'S PUT IT INTO PRACTICE

The organizational resources you've developed throughout this program are a helpful map to navigating turbulence and opportunities that cross your path. Planning on change is exciting and scary. Set up checkpoints to thrive in dynamic times.

## STEP 1 – RESOURCES

List the resources that are currently available in your business to collect metrics and feedback from customers about your services and marketing.

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## STEP 2 – STRATEGIES

Map out strategies to check in, create dialogue, and delight customers.

- What/ who will you ask for feedback?
- How frequently?
- What's your ideal turnaround time to respond to what you discover?
- Do you have a pro-active / preventative approach or a reactive approach to challenges?

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### PRO TIP!

Some dynamic moments are too big to handle without support. Build a budget with wiggle room to hire out expertise in PR or crisis management. Reach out to trusted advisors when you need support and capacity boosting!

