

# MARKETING

## COVID-19

Now is the perfect time to dive into marketing. Explore ways to promote your business, reach new customers, retain and nurture existing customers.

Get creative with how you promote your product or service offering and look at diversifying your services to expand your revenue streams.

[WWW.TRADIEPAD.COM.AU](http://WWW.TRADIEPAD.COM.AU)

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# GO VIRAL

## YOUR COVID-19 POLICY

Promote your COVID-19 policy to ensure clients are aware you're still open for business

## SOCIAL MEDIA

Set up business accounts on Facebook, Instagram and LinkedIn to promote your services and specialties.

## WEBSITE

Update your contact details, list of services, prices and copy on your website. Add images of your work and links to social pages. Ask for client testimonials.

## MAILOUTS

Remind your database of existing clients that your business exists and how you can help them. Sweeten the deal with special offers or refer a friend schemes.



# MARKETING LINKS:

## CANVA

CREATE GRAPHICS FOR SOCIAL MEDIA + MORE

## MAILCHIMP

EMAIL MARKETING, ADS, LANDING PAGES, AND CRM TOOLS  
TO GROW YOUR BUSINESS

## BUFFER

SCHEDULE POSTS TO TWITTER, FACEBOOK, INSTAGRAM,  
INSTAGRAM STORIES, PINTEREST, AND LINKEDIN