

ALL POINTS



COVID-19 RECOVERY PLANNING

PREPARED BY: ALL POINTS PUBLIC RELATIONS

B2B Example



Stage 1: During Stay-at-Home Orders



- Free work-safety signs for all business clients
 - Social distancing, hand-washing, etc.
- Restaurant Reopening Kit
 - \$500 in free marketing collateral per restaurant and up to \$10,000 in the community
- “How to Keep Marketing Effectively” via social posts and videos for B2B clients



Stage 2: Near End of Stay-at-Home Orders



- Local business influencer strategy
 - Barter services in exchange for local businesses to post favorably about the marketing done to support reopening
- Free digital marketing consultation on strategies for return to business plan (time = money = \$5,000)
- “See You Soon” signs donated to businesses and organizations - posted around town



Stage 3: Stay-at-Home Orders Begin to Lift



- The “Community Welcome Back Toast”
 - Hand-deliver promotional wine glasses
- We’ve been thinking about you: Local marketing checklist emailed to all clients
- Thanking first responders and essential workers with signs in town/in front of business/business park
- Send thank you cards to businesses that they can fill in and send to first responders and frontline workers



Stage 4: Stay-at-Home Orders Lift Nationwide



- “Back in Business” open house celebrating reopening of the business community
- RSVP/save the date email for returning to on-site work to clients with \$100 credit when you pay a visit to place your order
- Social content with tips for returning to normal professional life – making the most of face-to-face meetings, etc.



We're In This Together



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