



Tips for Content Marketing Amid Coronavirus



CREATE A CORONAVIRUS HUB PAGE

Every brand will be emailing customers to update them on what they're doing during the pandemic. It will be hard for you to be heard above the noise.

Instead, create an easily accessible hub page on your website and keep all your coronavirus related content in one place.



TAKE ADVANTAGE OF FREE CONTENT MARKETING HELP

Financial support packages from the UK government are available to help fund your content marketing.

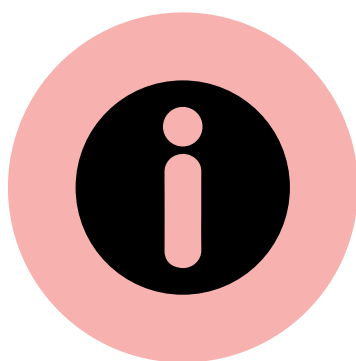
Free options are also available. For example, Facebook is offering \$100 million in grants and ad credits to small businesses.



CONNECT WITH OTHER TRENDING TOPICS

Outside of coronavirus, connect with other topics and stories that are trending right now.

Good judgement is needed. Before creating content, decide whether you have the credibility to add value on a topic, and whether it's appropriate.



OFFER CONTENT WITH REAL VALUE FOR INCREASED SALES LATER ON

The golden rule of content marketing is to add value first. Right now, sales might have to take a backseat.

To keep your audience engaged, create content that builds relationship now, for more sales later on.



**CREATE CONTENT THAT
CLEARLY COMMUNICATES
THAT YOU'RE OPEN FOR
BUSINESS**

Whether it's social media posts, a blog or a website home page pop up, create content that communicates that you're open for business.



CREATE POST-CORONAVIRUS CONTENT

Create a catalogue of content that's non-coronavirus related, so you have material ready to share.

Don't get stuck in a rut creating coronavirus-related content, to the point you have nothing else to offer.