

Creating a digital marketing strategy in uncertain times

with Melinda Emerson

Notes and ideas from our 4.16.2020 webinar.

This material is from a guest speaker and does not necessarily reflect the opinions of Verizon.



**“97% of all customer interaction is digital!
Do you need to reinvent your business model?”**

— Melinda Emerson

Use the **SCAMPER** Formula to develop your new revenue model.

Substitute – Can you use different vendors or staff to lower your costs?

Combine – What offers can you combine to innovate and develop new offers?

Adapt – What changes need to be made to keep the customer?

Modify – What can you modify to add value without increasing price?

Put to Another Use – Is there another market or niche your business could serve?

Eliminate – Is there anything you need to stop doing in this new selling environment?

Reverse – How can you reorganize to make things more effective?



Ask yourself, “Does my website make a good first impression?”

- Conduct a site audit
- Test your user experience
- Review your lead magnets
- Use Google Analytics



Email is king: With a list you have the power to sell.

- Know your audience
- Give to get—share helpful information
- Calls to action (be clear, concise and clever)
- Email must align with overall brand
- Track email metrics—watch email fatigue
- Keep a clean list (purge every 3-6 months)
- A/B test every element

If you can't afford a professional copywriter and you plan to write your site yourself, use the P.A.S. Formula:

- Problem: Lay out their problem
- Agitate: Share their pain and agitate them to take action
- Solution: Offer your solution

9 elements of a successful digital marketing strategy.

1. Map the customer journey
2. Talk to your customers
3. Competitive analysis
4. Sales vs. marketing
5. Channel analysis/analytics
6. Internal resource audit
7. Marketing automation
8. Budgeting
9. Create the annual plan

**For more from Melinda Emerson,
visit her [LinkedIn](#) or [Facebook](#).**

How to Recession Proof Your Small Business by Melinda Emerson
can be found at www.succeedasyourownboss.com/recession

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