HeadOffice

CONTENT MARKETING

IN TIMES OF CORONA

Users now need another type of content

Keep the dialogue alive in an inspirational way; don't just adapt your sales messaging.

Marketeers need to adapt to these new needs

Find relevant utility in news facts and in the history of your relationship.

HUG VIRTUALLY — Give your clients a **virtual hug** and advise them on how to stay safe in the context of your industry.

HELP — Research the trending topics of your industry and share them with your clients, make them feel that you **really care.**

HOOK — Transform the physical relationship you have with them into **online conversions** or online micro conversions.

HUG VIRTUALLY

How does COVID-19 affect your industry? Be specific but also empathic; **'you're not alone'...**

Roxanne Assoulin jewelry designers found the right tone

Team Hema (Netherlands) didn't leave their clients alone

A.S.Adventure sends nature-inspired virtual hugs

HELP

Average internet usage has increased with 50% in Belgium since homeworking was encouraged. Belgians are researching how to protect themselves and re-organise their lives.

HOOK

Show them how to interact with you in a safe and digital way, **online habits won't disappear later on!**

HAVING CONTENT MARKETING ISSUES?

We are happy to help you.

Just send us an email on info@headoffice.be or give us a call on +32 (0)16 88 20 20

HeadOffice is temporarily #HomeOffice but the HO'fficers are as connected as always!

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