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HOW YOUR BRAND CAN USE SOCIAL MEDIA DURING TIMES OF UNCERTAINTY



EMBRACE THE POWER OF SOCIAL MEDIA

WHAT TO EXPECT

Do not retreat.
Refine what you offer.
Learn to diversify.
Create for your audience.
Embrace your expertise.
Guide, Inspire, Educate.



DO NOT RETREAT.

It's very easy at time like this to feel that there is no space for you on social media, whilst the world seems so uncertain.

In fact, quite the opposite is true.

People are in desperate need of normality and if, as a brand, you have an engaged audience, now is not the time to retreat away from them.

Whilst you may not be able to carry on like normal, now is the time to get creative and contribute positively not only to your audience, but also the internet as a whole.

NOW IS THE TIME TO LEAN IN



REFINE WHAT YOU OFFER.

It's imperative, at times like this, that you really **KNOW** what you offer your audience and customers.

Clarity is key.

Do you know how you are working through this time of uncertainty?

If so, do your customers and audience know?

Now is the time to refine your role as a brand, and communicate that with your audience.



**ADAPTATION IS
THE KEY**

REFINE WHAT YOU OFFER.

WORKSHEET

What changes can you make to continue working and earning?

What do the next 2 months look like for the brand? How will that affect/impact my customers?

How can I ensure my customers/audience know about any changes?



LEARN TO DIVERSIFY.

Always wanted to create an online product range? Now's the time, embrace the change & lean into it.

Remember, it's not only physical products that have a place online, you can sell your services too.

Personal Trainer? Skype sessions are your friend.

Photographer? Sell prints or even teach editing skills online.

Bar or Restaurant? Help people to recreate their favourite drinks or meals at home

Florist? Teach people about the plants and flowers in their gardens.

Just because you have always done it one way, doesn't mean you have to keep only doing that. Offer some elements for free, but also remember you are a business .

THINK
OUTSIDE
THE BOX

LEARN TO DIVERSIFY. WORKSHEET


What are 3 ways you can move your business offerings online?

1.

2.

3.

Of those 3 ways, which way is the easiest, most achievable change you can make?



THINK
OUTSIDE
THE BOX

EMBRACE YOUR EXPERTISE.

KNOW YOUR WORTH & SHARE IT

You are an expert, and now is not the time to be humble or modest, you need to grab that expertise by the horns and share it with the world.

People are desperate for insights and expertise.

Social Media offers you perfect, free platforms to share this expertise, and also elevate the expertise of others.

At this time, community is vital and you can not only contribute to others, you can also create your own.

In these times of uncertainty you have the power to contribute positively and when normality resumes, you will be one of the people and brands that are remembered for the right reasons.



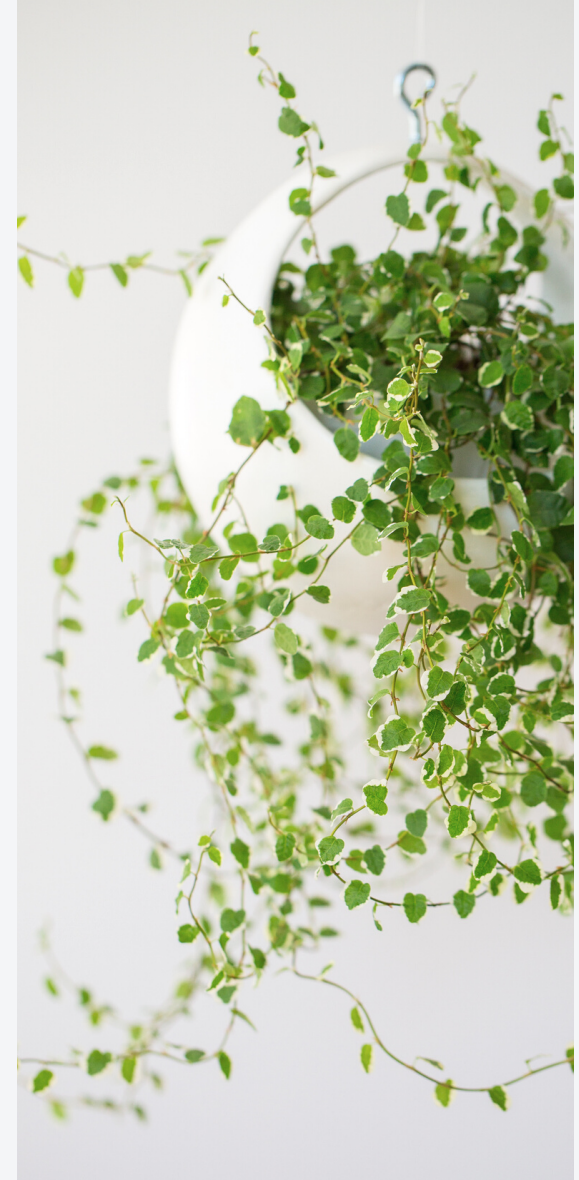
EMBRACE YOUR EXPERTISE.

WORKSHEET

What are you known for?

How can you use your Social Media platforms to amplify this?

Could you create a series sharing your expertise? How about an E-Book or course? Offer one-to-one sessions?



CREATE FOR YOUR AUDIENCE.



You know your audience and speak directly to them.

Although it might seem like the best time to try to increase your audience, actually what you want to be focusing on is deepening the relationship with your existing one.

People who have already purchased from you are the people who will continue to purchase from you, they already have a rapport with you and they also most likely want to support you in this uncertain time.

Talk to your audience like they know you and you know them.

YOUR AUDIENCE NEEDS YOU

GUIDE, INSPIRE, EDUCATE.

KNOW YOUR VALUE AND SHARE IT

Share. That's what Social Media is for, sharing.

Use this time to do exactly that, use your words, your knowledge, your insights to guide, inspire and or educate.

You don't need to suddenly know anything new, you just need to know where your strengths lie.

Guide your audience with tips, tricks and hacks for getting through this time.

Inspire them with your art, your own experience with the current situation we find ourselves in.

Educate them, don't patronise or preach, but do share and be open with your knowledge.





**YOU HAVE
EVERYTHING YOU
NEED TO SUCCEED!**

KEEP GOING

Take a deep breath, you have everything you need to succeed in this troubling time

Remember that your Social Media is exactly that, yours.

Use it to help you, to help others, to share and contribute.

Don't lose faith, don't stop sharing, don't stop posting.

Lean into Social Media and keep going!

WHO I AM AND WHAT I DO

HEY!

I'M EMMA, I'M A SOCIAL MEDIA STRATEGIST AND ALL ROUND LOVER OF THE INTERNET.

I HELP BRANDS, LIKE YOURS, FLOURISH IN AN OVERSATURATED WORLD.

SOCIAL MEDIA ISN'T ONLY ABOUT THE STUFF YOU MAKE, IT'S ABOUT THE STORIES YOU TELL & THE CONNECTIONS YOU MAKE.

IF YOU THINK YOU NEED A LITTLE DIGITAL MAGIC IN YOUR LIFE, DROP ME A LINE AND LET'S SEE WHAT WE CAN DO!



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