



# MARKETING DURING COVID-19

**10 Ways to Make  
the Most of  
Lockdown**





# Tim Russell

VP Digital Marketing



# TALK TO YOUR CUSTOMERS

- Email, social, chat, phone
- Empathise, share, advise
- Talk to those who might usually be too busy



# HELP YOUR COMMUNITY

- Perfect time for CSR initiatives
- Offer monetary, material or in-kind donations
- Think about what you can offer for free





## SUPPORTING OUR BIKE AND TREAD MEMBERS

Peloton is pledging \$1 Million in Membership fee waivers to keep our Members across the world healthy and connected during these challenging times. Through this initiative, Members (Bike or Tread owners) who are facing financial hardship in the wake of this unprecedented situation can submit a request to be considered for a two-month waiver of their All-Access Peloton Membership.

Please note that submitting a request does not guarantee selection. Prioritization will be given to Members who have lost their jobs or are unable to work due to the financial effects of COVID-19.

To respect the privacy of our Members, submissions are confidential and will not be shared publicly. Submissions can not be made anonymously or on behalf of others.

# DIGITAL NETWORKING

- Networking sites, Facebook & LinkedIn groups
- Get in touch with old contacts
- Arrange a virtual Zoom networking event or conference



# CONTENT AUDIT

- Collate & reorganise your content
- Update your content calendar & strategy
- Optimise and repurpose existing content







# WEBSITE SPRING CLEAN

- Fix the technical stuff
- Optimise & speed up
- Update your content
- Refresh the look & feel



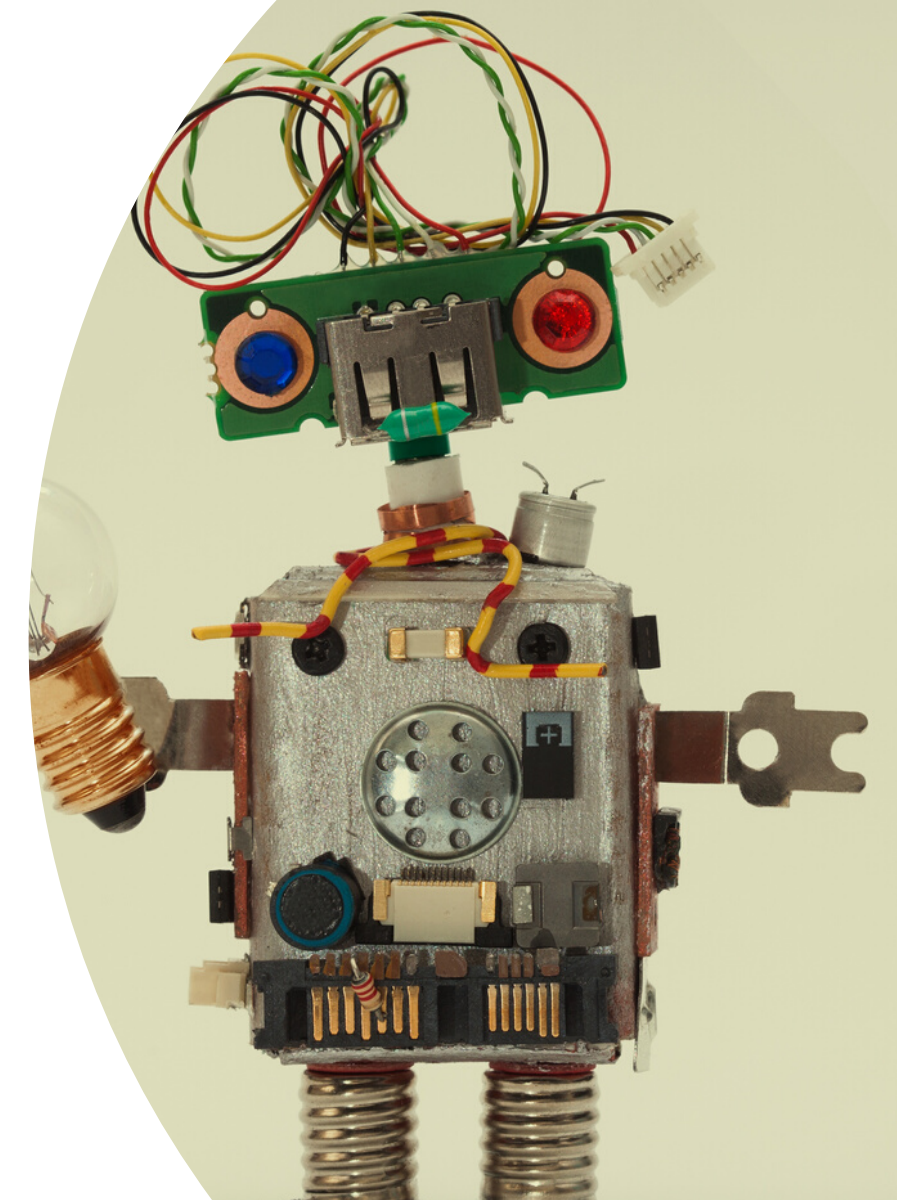
# GET BLOGGING

- Blog about current situation & address your audience's concerns
- Fill up your content calendar
- Optimise/repurpose old blog posts



# AUTOMATE

- Website signups & CTAs
- Email marketing
- List segmentation
- Chatbots



# LEARN NEW SKILLS

- Develop for your company's needs
- Brush up your CV
- Take advantage of free courses during COVID-19



## Popular Courses

Marketing

Sales

Service

Tutorials



POPULAR

CERTIFICATION COURSE

**Inbound Sales**

5 lessons

2:11 hours

Start certification



POPULAR

CERTIFICATION COURSE

**Content Marketing**

14 lessons

6:12 hours

Start certification



POPULAR

CERTIFICATION COURSE

**Inbound Marketing**

11 lessons

4:28 hours

Start certification



POPULAR

CERTIFICATION COURSE

**Inbound**

7 lessons

1:54 hours

Start certification

# THINK DIFFERENTLY

- "If you do what you've always done, you'll get what you've always got."  
(Henry Ford)
- Try new strategies, techniques, channels
- See how competitors are innovating



# GET READY

- Will it be business as usual?
- Are you going to be as busy - or busier - than before?
- Will your methods and strategies still work?
- Return of COVID-19?
- Are your team ready?





# QUESTIONS?





**THANK YOU FOR JOINING!**

**[trginternational.com/digital-advisory/digital-marketing/](https://trginternational.com/digital-advisory/digital-marketing/)**

**[timmyruss@trginternational.com](mailto:timmyruss@trginternational.com)**