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SPLASH!

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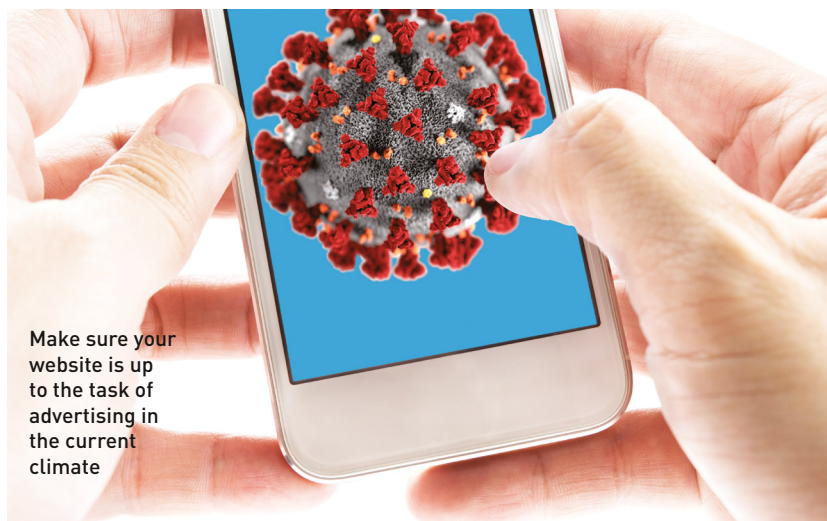
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Make sure your website is up to the task of advertising in the current climate

Advertising during the pandemic

By **Brett Lloyd Abbott**

Should you be advertising during the Covid-19 pandemic? Well, that depends...

Everyone's a little bit nervous right now, wondering:

- (1) How long is this pandemic going to last? And
- (2) Will my business be able to survive?

These two questions have a lot of business owners frozen, as leads and sales drop precipitously.

Builders in particular are getting desperate for sales, so they're "ready to advertise in the worst possible way." (That's an inside joke for marketing people, and it's not a compliment.)

So that leads to the big question – should you be advertising during this pandemic?

Well, I've got several answers for you.

Answer #1

Yes!

If you've already been advertising for a while, then it makes sense to continue at some reasonable level. But the tone of your message needs to shift a little. Right now, people are going through a lot of emotional stuff. They need to see and hear some compassion from others, including advertisers.

Otherwise, you are going to look and sound painfully "tone deaf." This is not the time to be self-serving (even

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though our primary goal is admittedly to help you get more sales).

The slant of your message needs to pivot. No one explains it better than Wizard of Ads marketing great Roy Williams. Fortunately, he made a 19 minute video on this exact topic which you can see via a QuickLink at splashmagazine.com.au or by clicking his image if you're reading the online version of SPLASH!

If you plan to continue advertising, definitely check out this video.



Answer #2

Only if your website is up to the task.

It doesn't make sense – in good times or bad – to spend good money on advertising, only to send people

to a website that disappoints and doesn't convert.

This is overwhelmingly true if you are looking at online/PPC advertising, but it's also fairly accurate for all other forms of advertising too. For example, if someone sees your billboard, vehicle signage or yard sign, there's an excellent chance they'll go to your website before they call you. Heck, even a referral will most likely check out your website before calling you.

So again, if the website doesn't impress them, then that sales opportunity will dry up right there on the spot.

Answer #3

Probably not, if you weren't advertising already.

It's easy for an outsider to philosophically claim "This is the perfect time to advertise! Those who invest now will come out ahead at the end."

It may be true, but that's only if you survive. It can be dangerous advice if you don't have the cash reserves to spend a lot of money on advertising for an extended period of time. (If you are counting on the advertising to make you rich overnight, prepare to be disappointed.)

A much better idea is to reach out to your existing prospects, and "shake the tree". Reaching out to your existing prospects costs almost nothing, and they are significantly easier to convert than trying to persuade total strangers. ■



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