



Top Strategic Questions to Ask and Answer During and Just After the Pandemic

1. What are the opportunities and threats to your business right now? What actions can you take?
 - a. Are there segments that could use your products and services right now, given the crisis?
2. What are our top target markets and how is the pandemic affecting them now?
3. If target markets are negatively impacted, do you envision a long recovery and a decreased need for your products and services in Q2, Q3, Q4, 2020?
4. How will your company pivot its strategy to adapt to the changing market dynamics?
5. What can be done to invest in your marketing infrastructure during this period to keep marketing and sales productive?
 - a. Do you have a strategic marketing plan? Does it need updating?
 - b. Does your brand and messaging fit your company like a perfectly tailored suit?
 - c. Do you have a content plan? Does it need updating especially over the next quarter?
 - d. How has your website performed pre-pandemic? Would it benefit from modifications?
 - e. Do your company and/or team social profiles need updating?
 - f. Are you running PPC campaigns that should be paused or adjusted given the change search behavior?
6. Does it make sense to adjust marketing roles given a potential decrease in current marketing tactics? How can you best apply your in-house resources?