

The “Untouchable” Marketing Plan for 2020: Communication

Your marketing activities for this year—like most of your professional and personal plans—probably haven’t gone as expected.

Maybe you hoped to host an exhibit booth at an industry or community event, but it was cancelled. Maybe you were planning a big direct-mail campaign, but now your budget is in question. Maybe your products or services weren’t or aren’t considered “essential.” Maybe you’re not even sure if your prospects and customers are still interested in what you have to offer right now. All of these things are detrimental to a company’s efforts to grow, and in some cases, to simply survive.

If your usual options for marketing your business aren’t possible, and if your customers aren’t, or worse yet—can’t—come see you as freely as they have in the past, now—more than ever—is the time to focus on cultivating relationships. Building and maintaining trust. Communicating.

According to [Gwen Moran](#), “64 percent (of surveyed Twitter users) think brands should continue advertising, and more than half agreed that seeing and hearing ads gives them a sense of normality.”

And the best part? You don’t have to spend a lot of money to achieve this. Electronic communication—via your website, emails, or social media—costs you next to nothing.

The best way to get started? Evaluate your audience’s current needs and thinking:

- *What concerns do your prospects and customers have?*
- *What kind of information do they want from you?*
- *What can you do to help them?*
- *How would they prefer that you share this information: online, in emails, or on social media?*

To find these answers, you can call some of your top clients, if that’s an option, or email a brief survey. If you’re already established on social media, pose your questions there.

Your marketing plans for the rest of 2020 are going to look different than planned. That’s okay. Just keep doing what you do best, and communicate with your market.

About Wolfe Writing: Established and operated by Janet Wolfe, Wolfe Writing provides writing, editing, and marketing services for businesses, organizations, and individuals looking to improve their communication efforts, build relationships with customers, and stimulate business growth. To schedule a free consultation, visit www.wolfewriting.com or email Janet directly at janet@wolfewriting.com.