

# STEAL THESE 13 STRATEGIES

TO TACKLE THE EFFECT  
OF COVID-19

**“IN TIMES OF RECESSION THERE ARE MASSIVE OPPORTUNITIES AND FORTUNES TO BE MADE, SO FOR NEW UP AND COMING ENTREPRENEURS, THIS IS THE TIME TO GO AND START A BUSINESS.”**



**RICHARD BRANSON**  
Founder, Virgin Group

# **WHAT ARE WE GOING TO TALK ABOUT TODAY?**

01. **Overview Facts**

02. **13 Strategies**

03. **Resources**

04. **Q&A**

05. **End of Presentation**

# WHO IS THIS FOR?

This presentation aims to help anyone in one of these 3 groups.

**Which one are you?**

## 1. Missing in Action

You are someone who has zero digital presence. No website, no social media accounts, nowhere to be found online.

## 2. In No-man's Land

You have a website and that's about it. You have one because you heard you need one but you never utilize it to its full potential.

## 3. Scouting for New Ideas

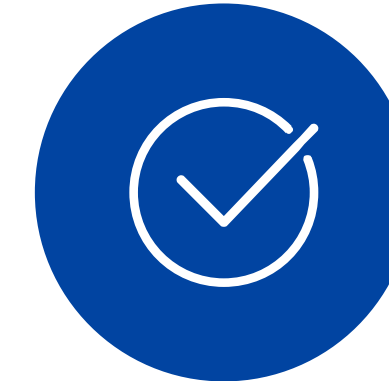
You have a website and have been running digital ads. But because of the current situation, your existing campaigns no longer deliver results.

# OK, LET'S GET REAL

The normal reaction to a crisis is to cut company spending. And the first place they go to make those cuts is usually marketing. But that is a big mistake.

While your competitors are cutting back on spend, there's a room for your brand to take over and win the minds of your target consumers.

This is a rare opportunity for smart businesses to shift the entire marketplace in their favour in the long run.



## **Advertising is cheap right now**

A lot of businesses are pulling back which resulted in the lowest advertising costs we've seen in a while.



## **Let real data guide you**

You'll can quickly and easily modify campaigns or shift budget towards the right channels depending on real-time data and results.



## **Follow the money**

To get more sales, your consumers need to know what you're offering. You can reach potential customers where they spend most of the time right now – online.

# TAKING THE SMARTER APPROACH

**Proven strategies that are  
being used by some of the best  
companies today.**

Hand-picked strategies that meet our 3 criteria:



## **FAST setup and results**

Strategies that you can execute and apply immediately. Should take no more than 3 days.



## **AFFORDABLE solution**

Some strategies we are sharing will cost \$0 to run. All it takes is time and patience.



## **SCALABLE for the new normal**

Go beyond and prepare you for the world that comes after COVID and the rise of the contact-free economy, aka the “new normal.”

# THE NEW NORMAL

**“IN EFFECT, IT IS BECOMING POSSIBLE TO IMAGINE A  
WORLD OF BUSINESS—FROM THE FACTORY FLOOR TO THE  
INDIVIDUAL CONSUMER—IN WHICH HUMAN CONTACT IS  
MINIMIZED....THE TRENDS ARE UNMISTAKABLE—AND  
PROBABLY IRREVERSIBLE.”**

McKinsey article  
April 2020

# [1] MOVE YOUR BUSINESS ONLINE

There are 2 critical parts of this new paradigm shift:

- People are at their homes
- People are online

So, you need to bring your products online and into customers' homes. Products are sold and bought online now more than ever, from clothing to food and other essentials.



Consumers are purchasing more of their medications online during COVID-19.  
McKinsey.



People are buying everything online, from essentials like food and clothes, to even medication.

## 2020 Model S

### Model S Long Range Plus

12 miles  
Bay Area



Rendered Image

⚡ Free Unlimited Supercharging

**\$81,490** \$1,142/mo ⓘ

Excluding taxes and fees  
\$100 order fee due today

BUY

#### Warranty

4 years / 50,000 miles

Limited Warranty

Covers 4 years from when you take delivery or 50,000 total miles. Battery & drive unit limited warranty valid through April 2028 or 150,000 total miles.

⊕ Ordering & Delivery Process

⊕ 1-year Premium Connectivity Trial



People are also buying high-ticket items online, like cars. You can buy a \$80,000 Tesla directly on the internet.

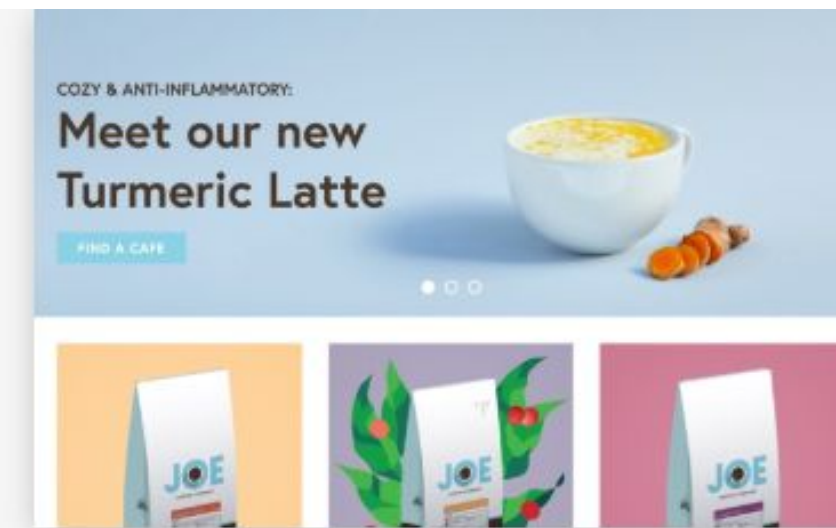


# Build exactly the eCommerce website you want

WooCommerce is a customizable, open-source eCommerce platform built on WordPress. Get started quickly and make your way.

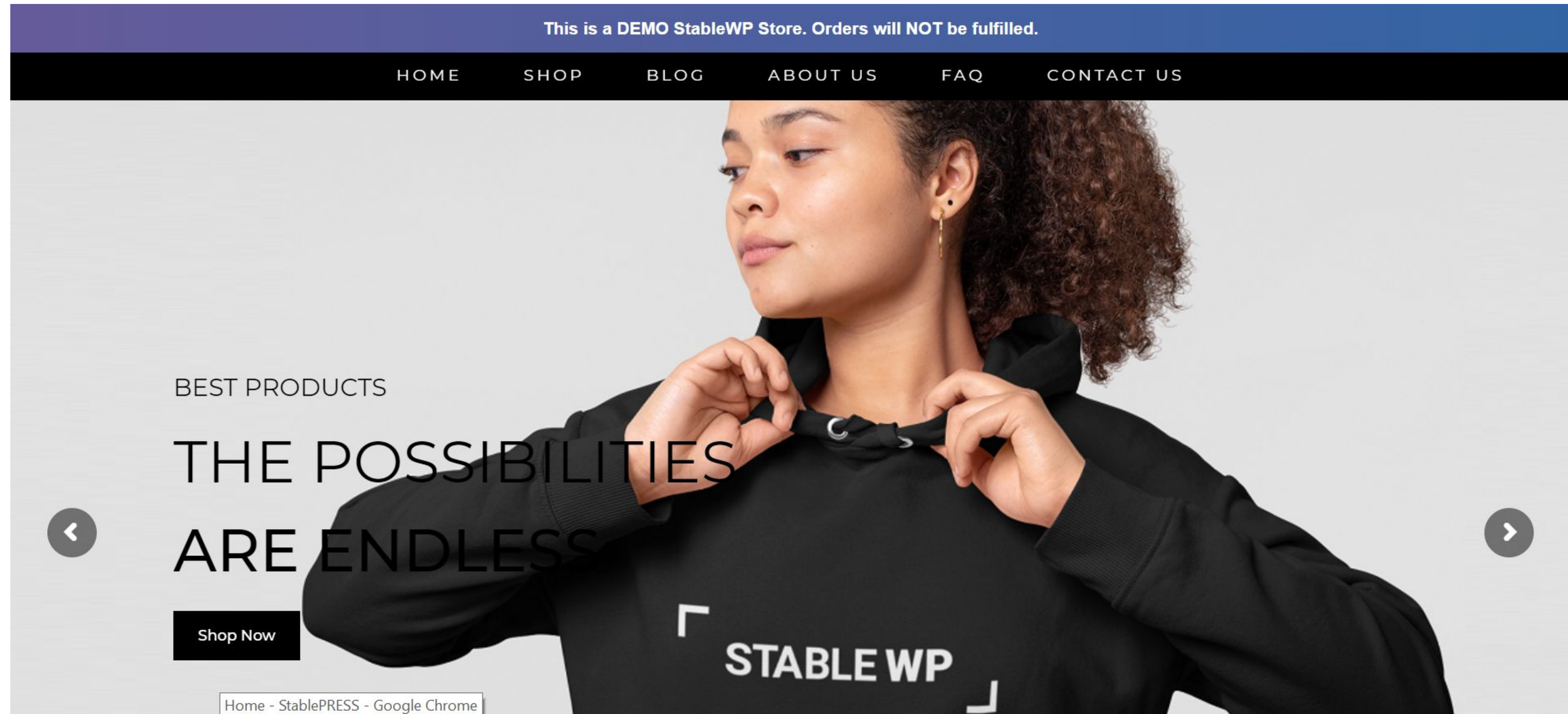
START A NEW STORE

or **Customize & Extend** >

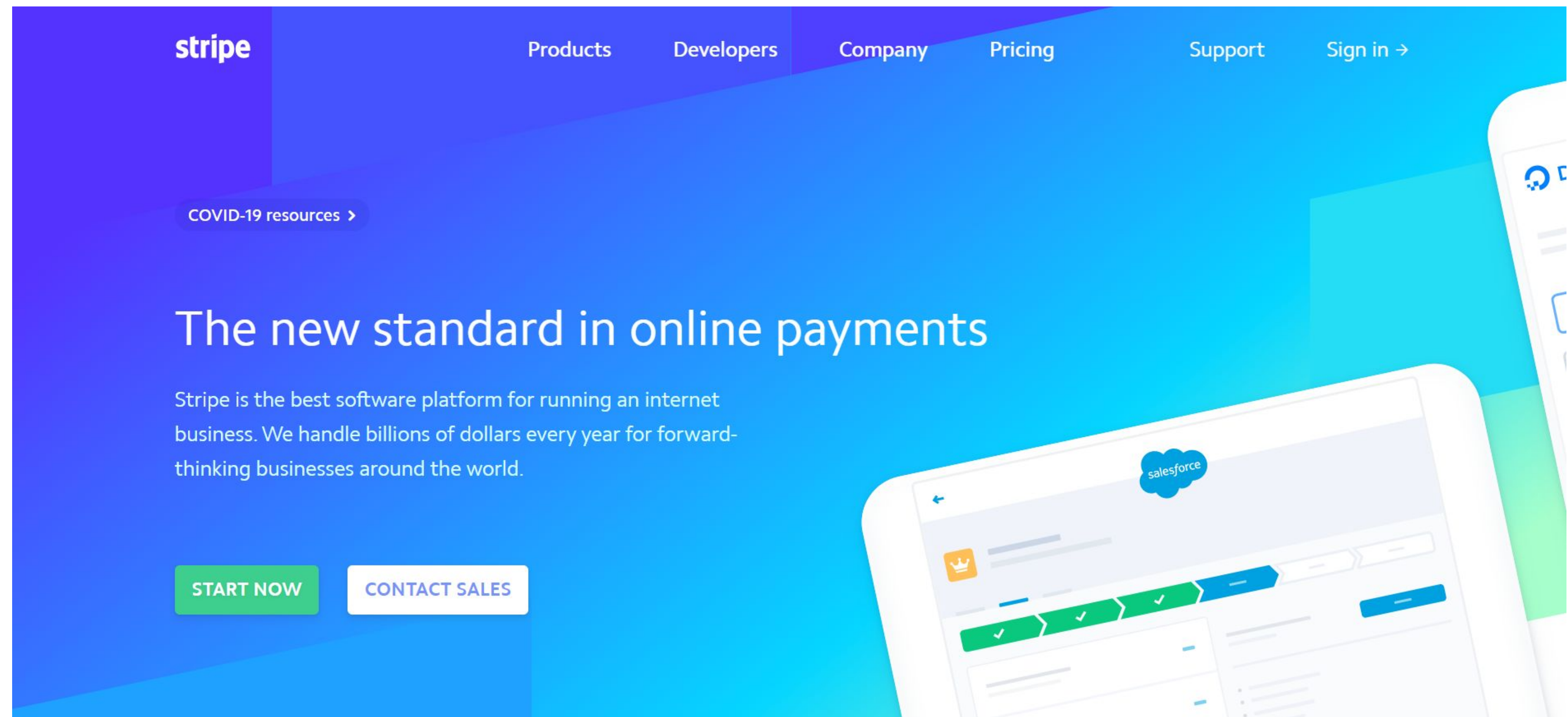


Platforms to set up shop quickly - WordPress, WooCommerce & Shopify



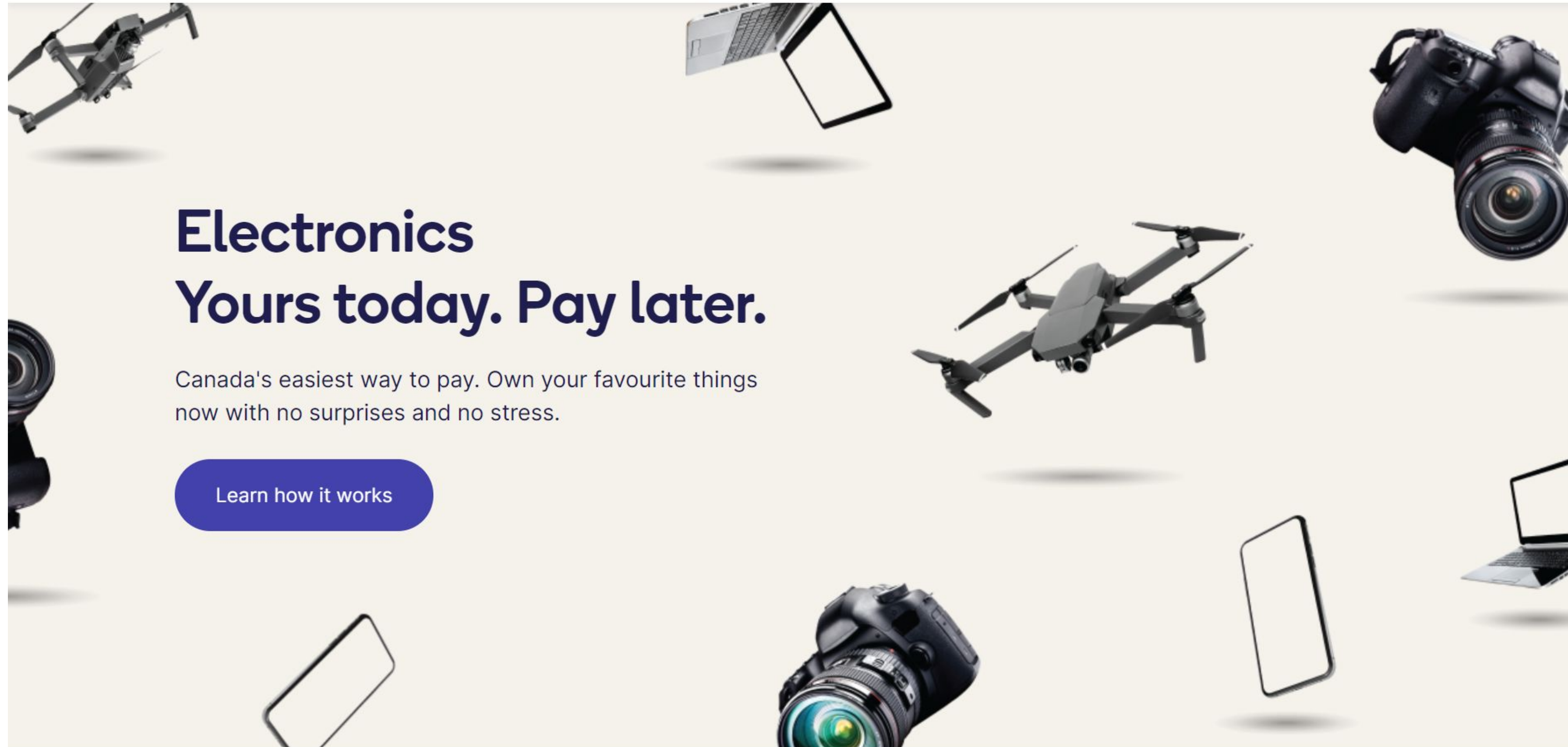


Go for a pre-configured e-commerce store which can be launched within a couple of days.



PayPal and Stripe can get you approved almost instantly





# Electronics Yours today. Pay later.

Canada's easiest way to pay. Own your favourite things now with no surprises and no stress.

[Learn how it works](#)

Provide the option to buy online in installments with services like PayBright.

← Step 3 of 4

Select time with Nawal

May

← Tue 12 Wed 13 Thu 14 Fri 15 Sat 16 →

4:45pm

>

5:00pm

>

5:15pm

>

5:30pm

>

5:45pm


>

6:00pm

>

6:15pm

>



Hairworks

Unit 9 - 2760 Derry Road W,  
Mississauga, ON, L5N 3N5

Womans Cut Style Dry  
45min with Nawal

CA \$55

Roots Permanent  
Colour  
1h with Nawal

CA \$65

Taxes

CA \$15.60

Total

CA \$135.60

A website is much more than just a place for retailers to sell online - for example, appointment-based businesses like salons can offer online booking.

# [2] UTILIZE YOUR CRM AND EMAIL LIST

The lowest hanging fruit is to reach out to existing leads and customers through email marketing.

It's a free way to leverage what you already have.

This can go two ways:

- Find most valuable customers and offer special rewards and discounts
- Reach existing leads that haven't bought yet with special offers





**mailchimp**

[Why Mailchimp?](#) [Marketing Platform](#) ▾ [Pricing](#) [Resources](#) ▾

# Mailchimp Announces \$10M Price Relief Fund to Support Small Business Customers

We're investing \$100M to fuel small business growth in response to the COVID-19 crisis.

MailChimp is offering a free starter plan as well as a price relief on premium plans for small businesses.





**MailerLite**

Sponsored · 🌐



Send up to 12,000 emails per month for FREE!

That's a lot of emails. See why 642K+ small businesses choose MailerLite.



MAILERLITE.COM

**The email marketing tool designed for you**

[Sign Up](#)

👍❤️ 801


169 Comments 103 Shares

👍 Like

💬 Comment


➦ Share

MailerLite, another email automation tool, offers sending 12K emails per month for free to small businesses.

Test

Give FeedbackHelpPreview ▾Template ▾Continue

Showcase your products.



The new year is a time for reflection, resolutions and turning over a new leaf. At Peaceful Lotus, we want to encourage restorative behavior in all its forms, which is why we're offering 50% off all classes in January:

Upcoming Classes

Yoga Camp

January 1 - 6  
9am - 1pm

~~\$200~~  
**\$100**

SIGN UP NOW


Prenatal Yoga


Every Thursday  
7pm - 8:30pm

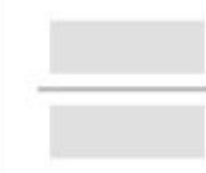
~~\$20~~  
**\$10**


SIGN UP NOW


BlocksStyleComments


Text


Boxed Text


Divider


Image


Image Group


Image Card


Image + Text


Share

Social Follow

Button

Footer

Code

Video

Need a refresher? [Take a quick tour.](#)

Email tools are easy to use, you can design beautiful emails using templates and drag-and-drop visual email builder.

StableWP | [www.stablewp.com](http://www.stablewp.com) | e: [info@stablewp.com](mailto:info@stablewp.com) | t: 1888-760-9982



# [3] FOCUS ON PPC ADS

People stuck at home are spending more and more time online.

Even so, due to business disruption there's a decline in demand for advertising.

This leads to lower CPM and CPC on Facebook, Google and other ad platforms, with some reporting that the advertising costs are down by as much as 51%.

## We are looking to connect and entertain ourselves, but are turning away from our phones

### Websites

Facebook.com

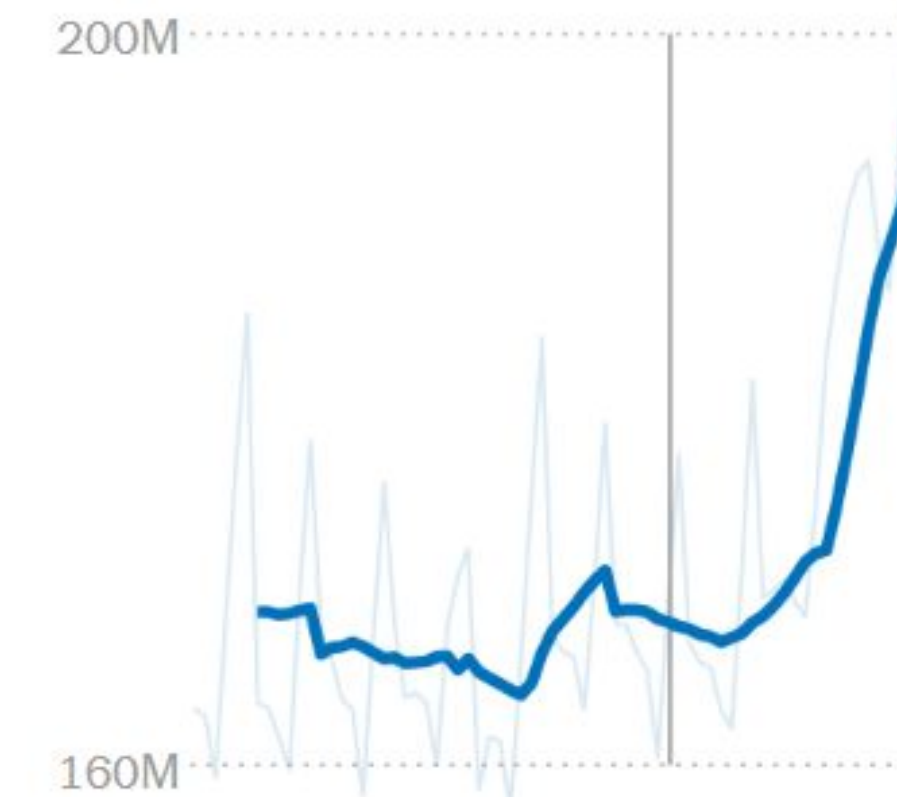
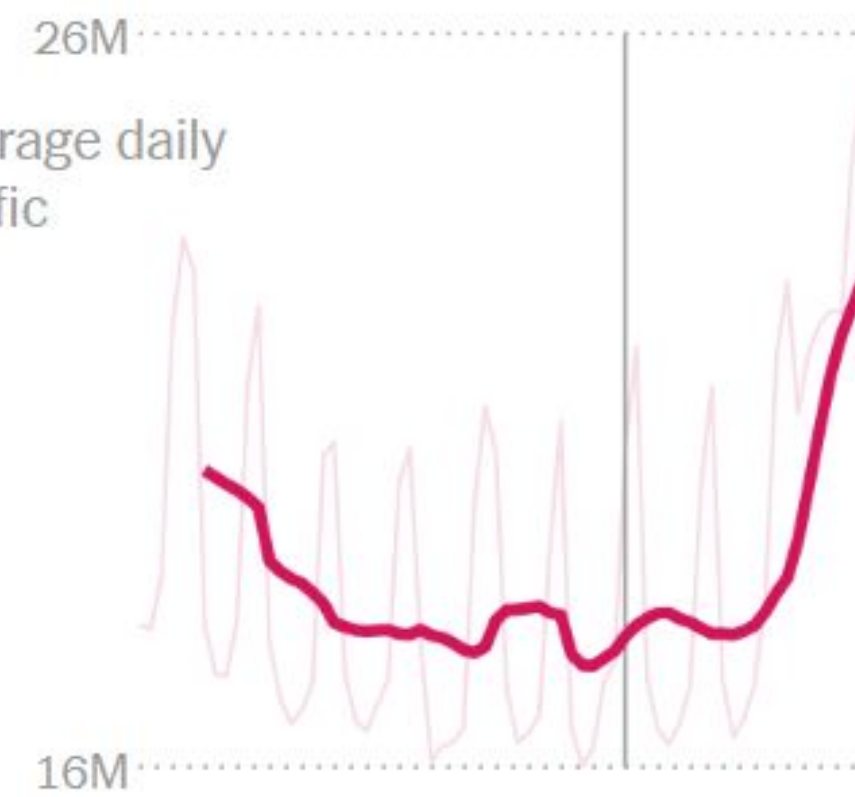
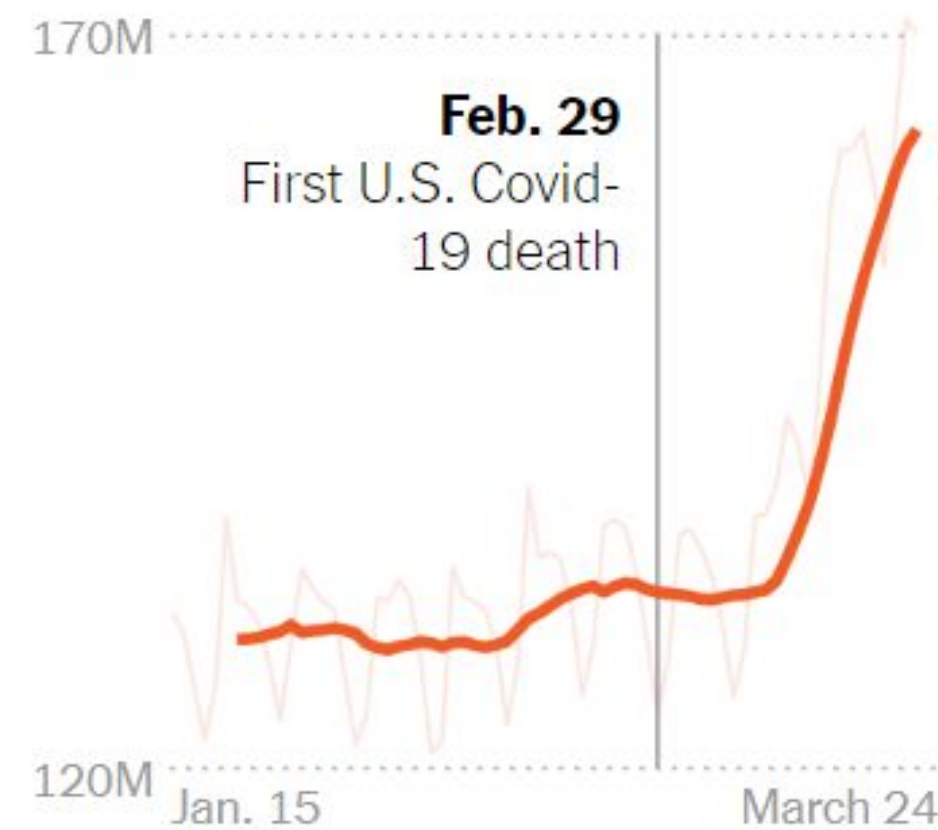
+27.0%

Netflix.com

+16.0%



YouTube.com

+15.3%




Due to social distancing and stay-at-home orders people spend more time on social media like Facebook, Instagram and YouTube.




**OSTRICHPILOW**  
Sponsored · 

It is the moment to feel comfortable at home and enjoy the little moments.  
Now, all OSTRICHPILOW products 20% OFF!




**ALL COLLECTION 20% OFF**




OSTRICHPILOW.COM  
**All Collection 20% OFF!**  
[Shop Now](#)


YouTube<sup>RS</sup>

Search









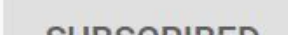



**Learn How To Heal From Breakups**


**Get Free Class**  
www.mindvalley.com[Watch Now](#)

Ad 2 of 2 · 0:13 · mindvalley.com


**iPhone SE (2020) Review: everything you need**  
12,663 views · Apr 22, 2020  
 1.7K  71  SHARE  SAVE 


 The Verge 





**Get Free Class**  
 Ad www.mindvalley.com [WATCH NOW](#)


Up next




**iPhone SE review**  
CNET   
2K views · 49 minutes ago  
New



**iPhone SE (2020) Honest Thoughts...**  
Marques Brownlee   
3.6M views · 4 days ago  
New



**Trigonometry fundamentals | Lockdown math ep. 2**  
3Blue1Brown   
Recommended for you

Online ads are very engaging and work to grab attention, raise awareness and generate interest in your offerings, directly resulting in more sales.

StableWP | [www.stablewp.com](http://www.stablewp.com) | e: [info@stablewp.com](mailto:info@stablewp.com) | t: 1888-760-9982



## Global Metrics On Facebook & Instagram

### Select Platform

PLATFORM: FACEBOOK, INSTAGRAM

(2) ▾

### Date Range

Mar 1, 2020 - Apr 20, 2020 ▾

CPM (Cost per 1,000 Impressions)

**\$1.18**

↓ -51.0% from previous 51 days

CPLC (Cost per Link Click)

**\$0.1594**

↓ -34.3% from previous 51 days

CPV (Cost per View)

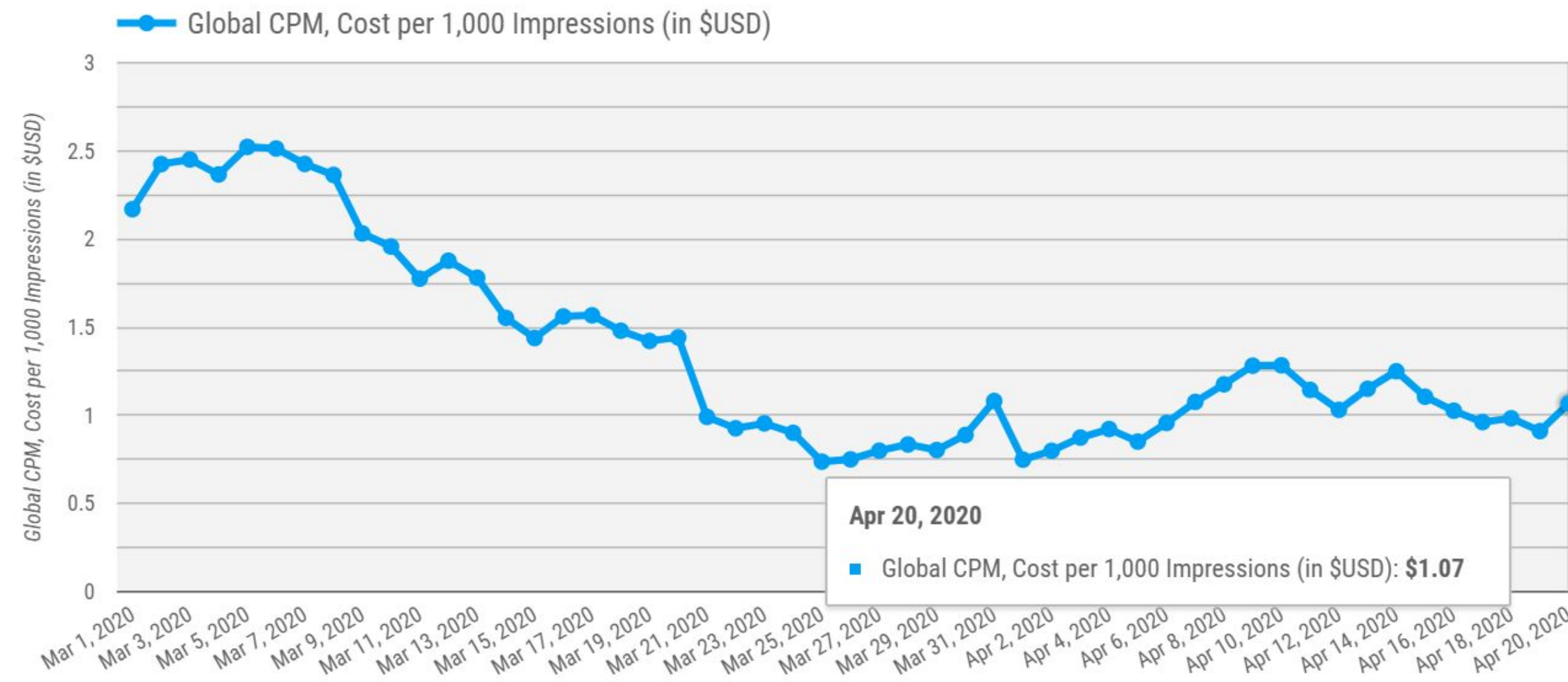
**\$0.0118**

↓ -42.3% from previous 51 days

CPE (Cost Per Engagement)

**\$0.0105**

↓ -41.8% from previous 51 days



Advertising cost on Facebook and Instagram is down by as much as 51% due to businesses pulling back on their advertising.

# [4] LEVERAGE VIDEO CONFERENCING

Service-based businesses that depend on close contact with clients now have more options to service their clients' needs and keep their business running.

Telehealth, online video sessions and consultations, home learning are just some of the ways to leverage online video to safely provide services online during social distancing.



An update from our Founders on COVID-19

[READ THE STATEMENT](#)



[SERVICES](#)

[LOCATIONS](#)

[THERAPISTS](#)

[BOOK NOW](#)

# EXPERIENCE MYODETOX VIRTUAL SESSIONS - AN ONLINE SESSION BETWEEN YOURSELF AND A THERAPIST

During this time of constant change, we want to provide you with complimentary care and offer guidance for your health in the comfort of your home.

Physiotherapists can leverage online video to provide virtual sessions and consultations over the internet.





# Three ways to Yoga from Home starting April 13th:

**Yoga on Demand : Yoga Live Zoom : IG Live Classes**

**Studio Closure Until May 6th: Latest Studio Updates on Covid 19, Click Here**

Bay & Dundas | Richmond & Spadina | Yonge & Eglinton | Vaughan | Richmond Hill



Yoga and Fitness studios can provide 1-on-1 on demand sessions via Zoom or other video platforms.



## 21 Day At Home Workout Program

Get fit in your own home with a professional coach.

We have been bringing fitness to people for years. Now you can train, grow and learn from us in a new and exciting way.

Name \*

Email \*

Phone \*

Submit



Ad · [www.crossfitetobicoke.com/](http://www.crossfitetobicoke.com/) ▼ (416) 233-2331

Ready for change? | Get fit with a community.

Functional **Fitness** for all levels, beginner and advanced

[Get Started](#) · [Services](#) · [Schedule](#) · [Contact Us](#) · [Testimonials](#) · [Programs](#)

Use ads to promote your new offers, stay top-of-mind and bank on low advertising costs.

1. Legal professionals can provide online consultations
2. Clinics and Doctors can provide online video assessments and appointments
3. Renovators/Interior Designers can offer online video consultations and quotes (the customer can take the measurements)
4. Coaches, Teachers and Tutors can provide online classes, etc.

**OTHER  
SERVICE-BASED  
BUSINESSES CAN  
ALSO BENEFIT  
FROM VIDEO  
CONFERENCING**

# [5] PROMO ITEMS FOR HOME USE

It's imperative to be smart about how you use your advertising spend.

Your goal is to maximize sales as quickly as possible, which means promoting items in demand - those that could be used around the house.

Items like sweatpants, slippers, etc., are more likely to be sold than handbags, lipstick and sunglasses.





Well.ca Pharmacy is committed to supporting the health and wellbeing of you and your family. We will deliver your prescriptions to your door for free. You can also easily book time to speak to our pharmacist over phone or video chat.

**Well.ca Pharmacy**  
Get your prescriptions  
delivered to your door  
for free.

The diagram illustrates the service flow: a hand interacting with a smartphone icon, followed by an arrow pointing to a delivery truck icon, which is then followed by another arrow pointing to a house icon, representing the delivery to the customer's door.

Toronto, get free prescription delivery to your door - Well.ca Pharmacy  
Available online 24/7  
TORONTO, GET FREE PRESCRIPTION DELIVERY TO YOUR DOOR - WELL.CA PHARMACY

[Learn More](#)



Our best-selling, customer fave, Ordinary product is also a staff fave! Here's why we love The Ordinary's Niacinamide serum, and why you will too!

**WHAT WE'RE LOVING NOW:**

The image shows three white bottles of The Ordinary Niacinamide serum in the foreground. In the background, a woman with blonde hair is smiling and holding one of the bottles. The background is pink with small heart patterns.

**THE ORDINARY**

What We're Loving Now: The Ordinary's Niacinamide  
WHAT WE'RE LOVING NOW: THE ORDINARY'S NIACINAMIDE

[Learn More](#)

Well.ca focuses all their online ads on skincare products that can be used at home as well as home delivery.





Instead of canvas shoes, sunglasses and handbags, promote items like cozy slippers and sweatpants.



What are you looking for?



LOGIN / REGISTER



"R" COMMUNITY

CATEGORY

AGE

BRANDS

PUZZLES

GAMING & ELECTRONICS

DEALS

CLEARANCE

< Home < Deals < Stay at Home Play Packs

CATEGORY

↑ Deals

✓ Stay at Home Play Packs

Save up to 30% on Action Figures and Playsets

Save up to 30% on Dolls and Playsets

GENDER

PRICE

AVAILABILITY

## Stay at Home Play Packs

Showing 13 products

Best Selling



Creative Wonder Fun Pack

★★★★★ (5)

Website Price: **\$68.82**



Creative Wonder Fun Pack 2

★★★★★ (3)

Website Price: **\$52.40**



Play Day! Fun Pack

★★★★★ (13)

Website Price: **\$74.81**

Offer stay-at-home bundles and kits.





Montana's BBQ  
Sponsored

BBQ time is all the time, so cure those cravin's and order all your Montana's faves on the app. 🍔 We'll take care of the cookin'.



Bring Home The BBQ 🍔 🚗

Only at Montana's®

[ORDER.MONTANAS.CA](https://order.montanas.ca)

[See Menu](#)

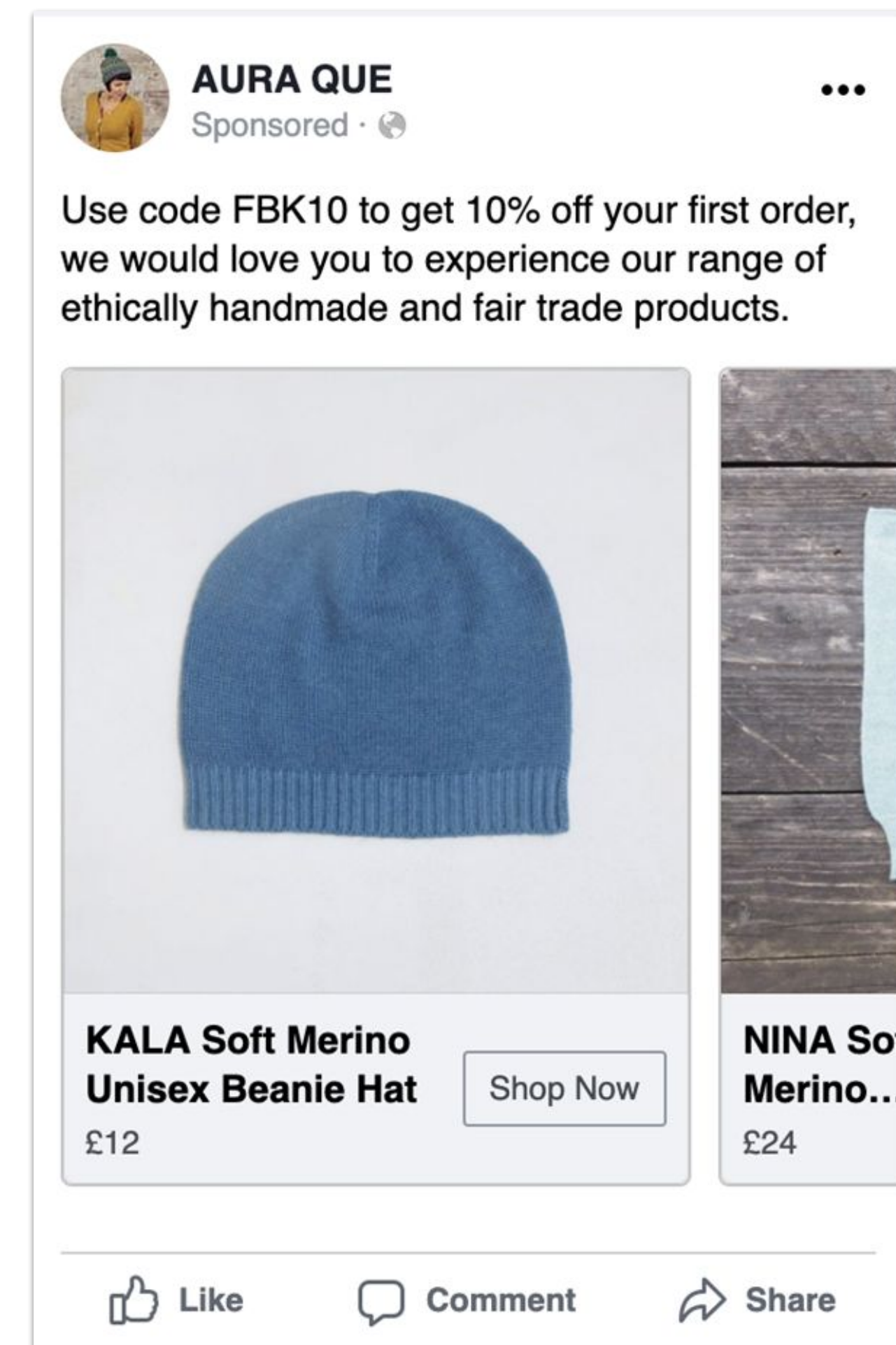
Restaurants can promote home delivery or curbside pickup.

# **[6]** **PRIORITIZE** **RETARGETING** **& LOOKALIKES**

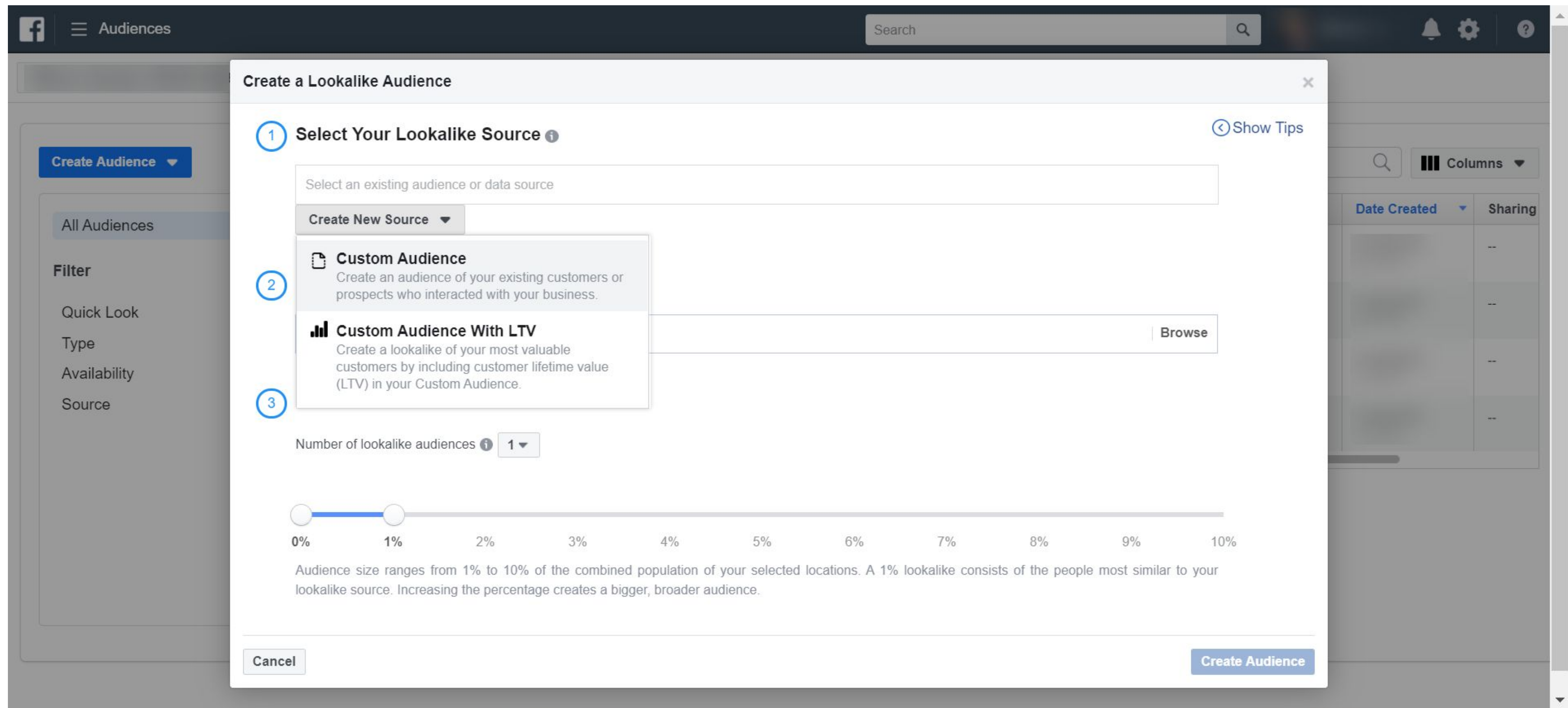
Focus your ad budget on efforts that are most likely to lead to fast and immediate returns.

With increased browsing, now is a good time to re-engage previous website visitors and get them back to your site with an incentive like 'free shipping,' and special promos.





Both Facebook and Google offer dynamic retargeting.



Facebook Lookalike Audience targeting helps reach new users that are similar to your existing customers.

# [7] **PROMOTE GIFT CARDS & VOUCHERS**

Offer gift cards or a discount on future visits as a way for others to support you during this time.

Let clients prepay for classes, training packages or memberships. Consider offering deals on class packs or future memberships.

Vouchers can also work for salons, spas, and others. Offer vouchers at discounted price that can be used at a later time.





## Send Health to Someone You Love

Gift Cards are now 25% off! Invest in a Kure Wellness Bond today.



**Buy a \$100 Card for \$75, or a \$20 card for \$15**

Minimum order is \$20, maximum order is \$10,000,000. Cards arrive in the mail via our fulfillment center. Send them to yourself or anyone else with a mailing address.

Promote gift cards that can be used when your business resumes.



CHECK GIFT CARD BALANCE  
FREQUENTLY ASKED QUESTIONS  
OTHER GIFT CARD SUPPORT

NOW THROUGH 5/10  
**BUY A \$50 GIFT CARD, GET A \$10 BONUS eCARD!**  
NOW ACCEPTED FOR ONLINE ORDERS

To our Slice of Joy guests: We've extended our Slice of Joy redemption deadline to June 30, 2020 (previously March 31st). All other terms and conditions still apply. As many of our cities and neighborhoods transition to only allowing take-out and delivery service in light of the COVID-19 situation, we want to remind you that you are able to use your eSlice of Joy on your online orders placed through our website and on take-out orders that are placed in the restaurant. To redeem your eSlice of Joy on an online order, please select the "Pay at Restaurant" option; do not select "Add New Credit Card" or "Add New Gift Card." Sorry, DoorDash is unable to accept eSlice of Joys on delivery orders.

SEND A GIFT CARD



PURCHASE A GIFT CARD

ORDER IN BULK FOR BUSINESS



START BULK ORDER

Incentivise your gift card offers with gifts, discounts, bundles or other specials.



# support your studio during covid-19

Social distancing is an important part of our responsibility to help end the spread of Coronavirus (COVID-19), but it also has adverse effects on small businesses. All Pure Barre studios are independently owned and operated by local residents who are likely to experience significant hardship because of this public health pandemic.

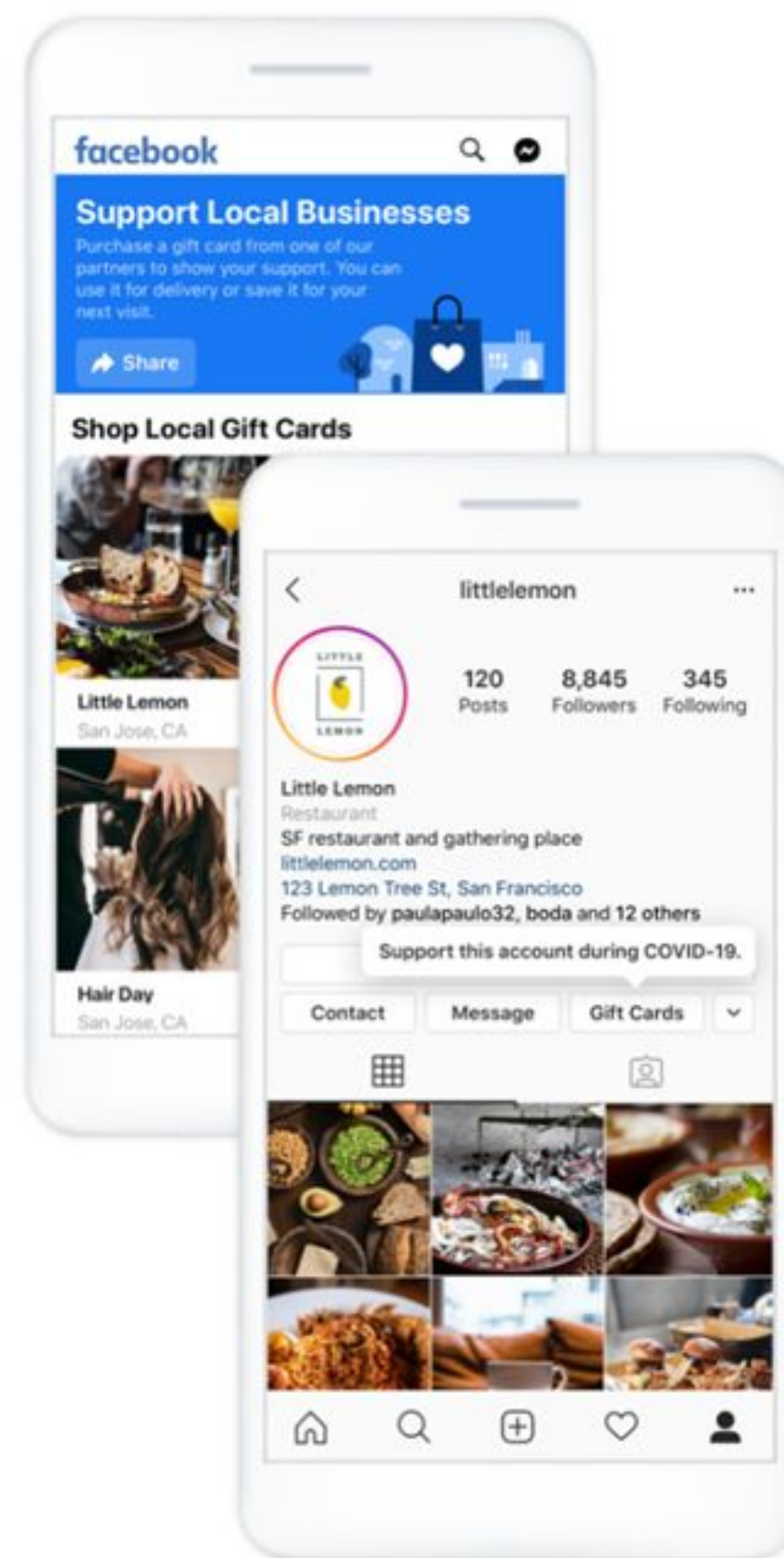
## BUY A GIFT CARD

You can help your local studio and its employees by purchasing a gift card. This revenue will support the local studio during this difficult time and you can use the credit now or in the future. Now more than ever, physical and mental health and wellness are a top priority; your local Pure Barre studio brings that much more to your community.

The Pure Barre community is strong and we appreciate your ongoing support.

Gift cards work just as well for fitness studios, salons, clinics, etc.





Facebook provides a new “Support Local Businesses” feature to promote gift cards.

# **[8]** **TURN IN-PERSON SERVICES TO HOME-DELIVERED PRODUCTS**

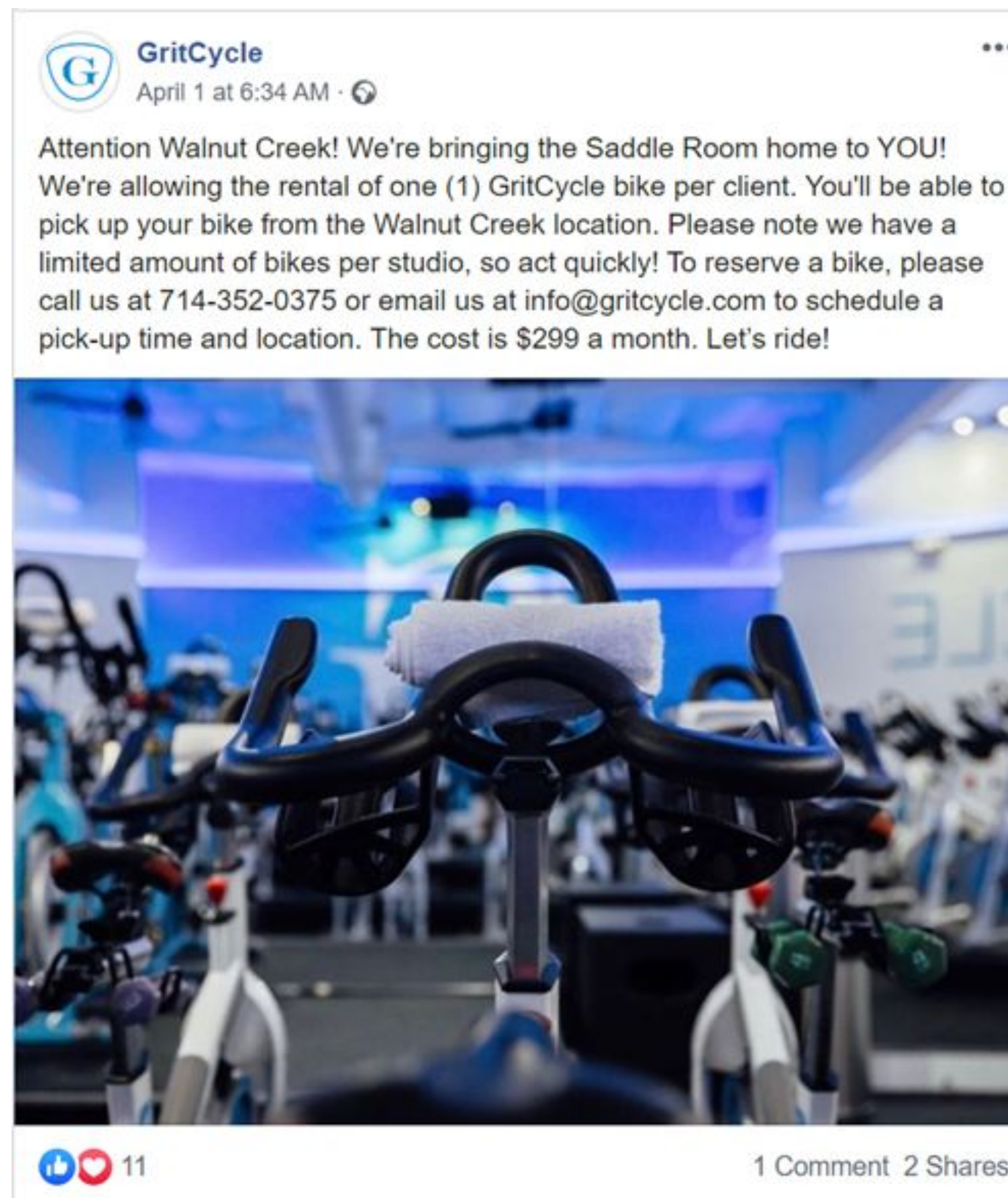
Businesses that can't provide their core services can still transform a part of their service into products that can be safely delivered to people's homes.





Restaurants can offer home preparation meal kits.





Fitness studios are renting equipment for home use.



SHOP

Search

Q

Sort by:

Price (Low > High)


▼

Show:

25

▼

Roots touch up kit (1)
Shampoo (28)
Conditioner (24)
Hair Spray (18)
Leave-in Conditioner (1)
Serum Spray (7)
Hair Mask (8)
Hair Treatment (6)
Dry Shampoo (1)
Hair Wax & Hair Paste (7)
Hair Brush (0)




SALE

VIBRANT SEXY HAIR COLOR GUARD

ca\$10.50 ~~ea\$23.50~~

ADD TO CART




SALE

ALTERNA PERFECT TEXTURE FINISHING HAIR SPRAY

ca\$12.00 ~~ea\$20.00~~


ADD TO CART




KMS HAIR PLAY DRY TOUCH-UP SPRAY

ca\$12.00


ADD TO CART



FREE SHAPE




SALE



COLOR VITALITY

Beauty salons that had close down can still offer hair and beauty products online.





[BOOK APPOINTMENT](#)[MONTHLY](#)[CONTACT](#)[SPECIAL](#)

In effort to curb the spread of COVID-19 we have decided to temporality close effective March 17th until further notice.

We look forward to welcoming you again soon. For all inquiries please email us [info@hammamspa.ca](mailto:info@hammamspa.ca)


[Enquire Now](#) | [Shop Now](#)

*Spa to go*  
**HOME CARE KIT**

Exfoliate, cleanse and hydrate your whole body. Black Soap has been used for centuries due to its anti-bacterial benefits and safe for all skin types, this soap will leave your skin feeling smooth when paired with our Exfoliating Mitt. Complete your spa treatment with the delicious smelling Crème Rose velvety body cream.

Regular Price of \$77.00  
**Now on Sale for \$50.00**

[SHOP NOW](#)



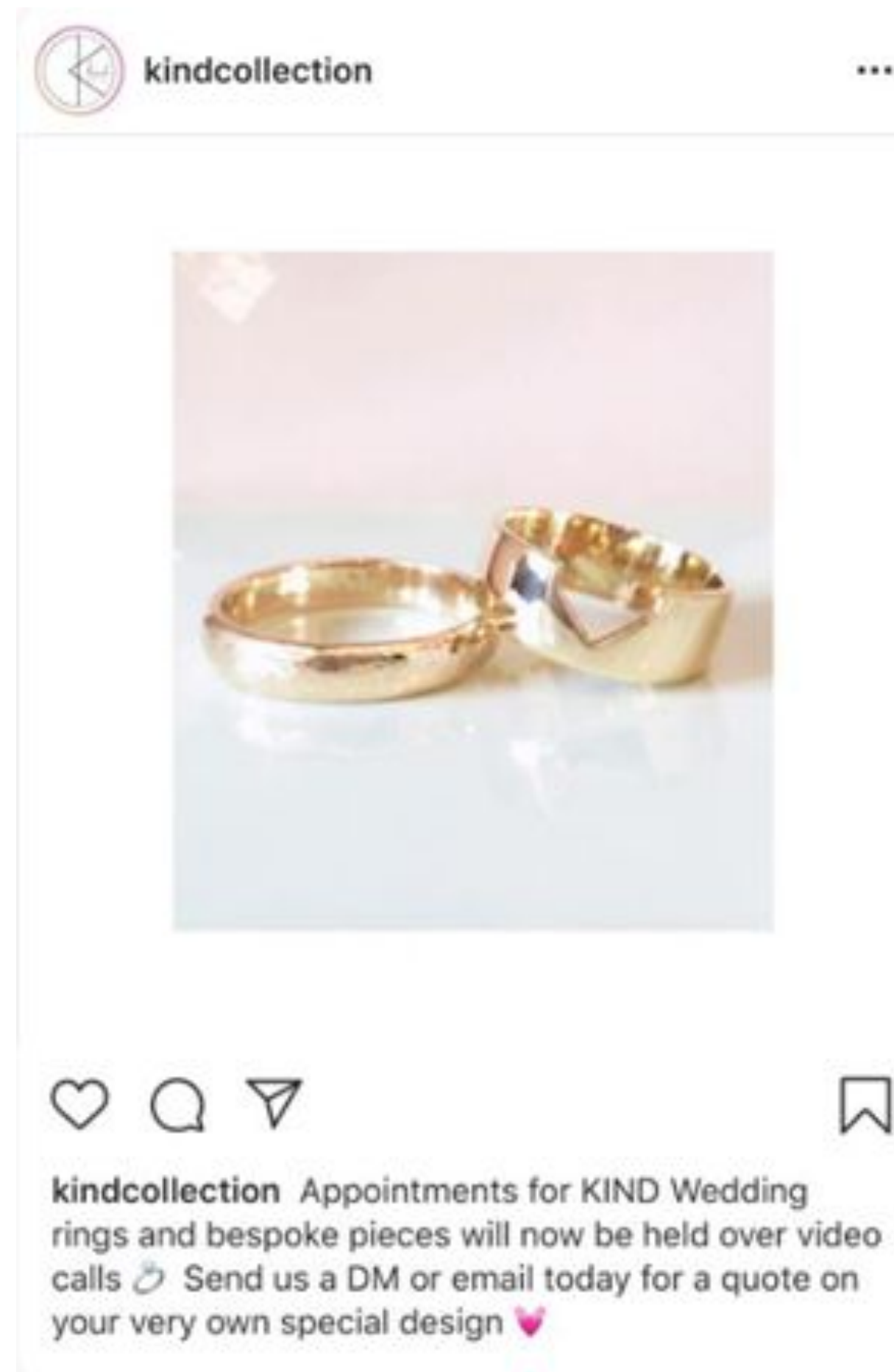
Massage salons, days spas and others can offer homecare kits in place of their regular services.

# **[9]** **VIRTUAL** **SHOWROOMS FOR** **HIGH-TICKET** **ITEMS**

Businesses that offer high-ticket items, complex products or provide a personalised product or service, can host consultations over video chat through Facebook, Instagram or other online services.

You can set up virtual showrooms or provide consultations to help potential customers pick the right product, size, colour, etc.







Jewelry stores can promote online video consultations to help select the ring style and size.

CHRYSLER // **Make it METRO** THE BEST DEAL FOR SMALL BUSINESS **BUSINESS LINK** The best time for small business. Sales 413-351-2549

f t SERVICE | MAP | CONTACT

SPECIALS NEW INVENTORY USED INVENTORY SERVICE & PARTS FINANCE ABOUT US

### Covid-19

SERVICE IS OPEN	SHOWROOM
 <p><b>OUR SERVICE CENTER IS OPEN MONDAY-SATURDAY</b></p>	 <p><b>SALES ARE OPEN</b> <b>PURCHASE YOUR VEHICLE ONLINE &amp; GET GREAT DEALS</b></p>

OUR DEALERSHIP'S SHOWROOM IS OPEN TO EMPLOYEES ONLY

As with most businesses, the health and safety of our customers and team members is our top priority. Metro has taken a highly pro-active approach to addressing concerns about the Coronavirus (COVID-19) and how to protect our customers and team members.

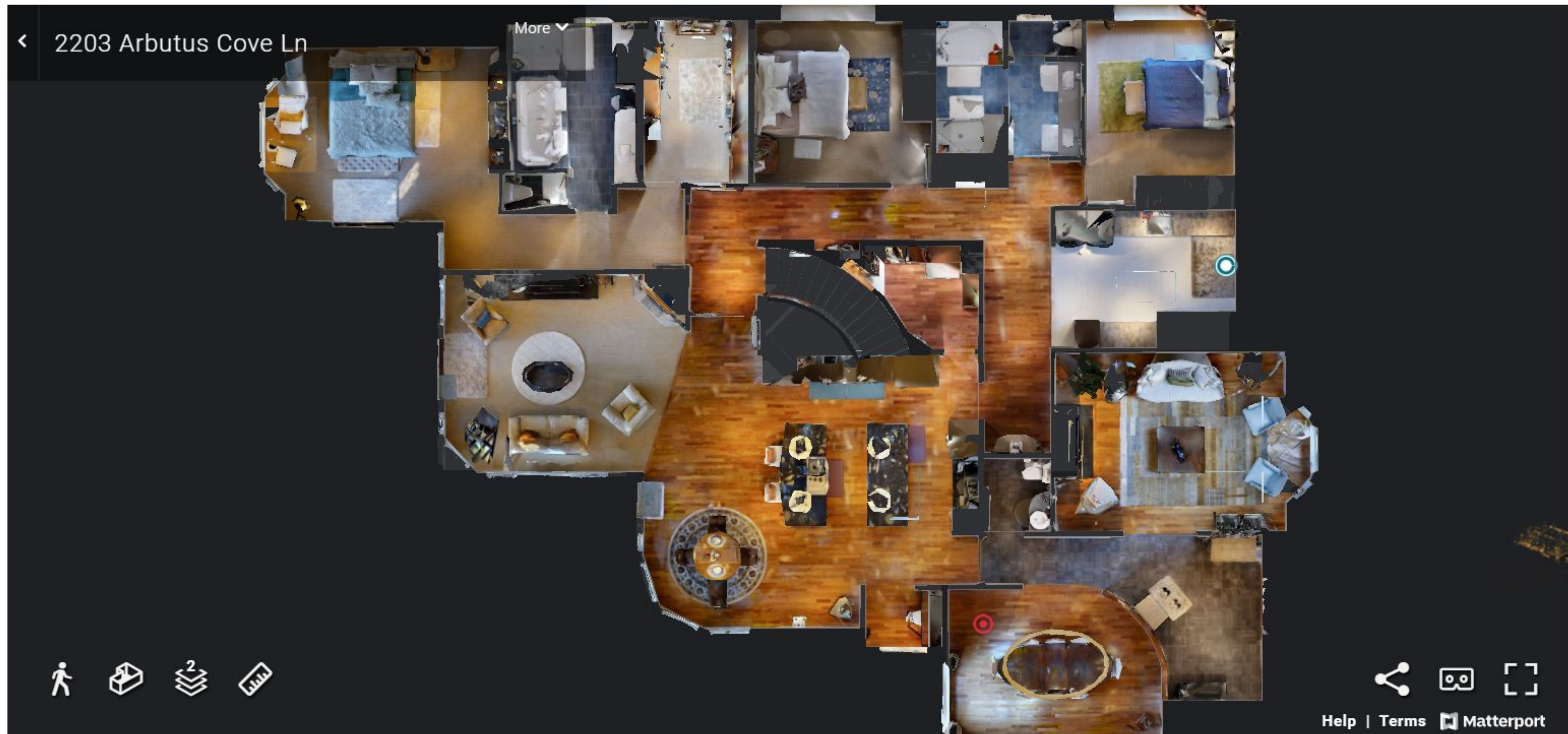
Ask a question?

Chat Text

LIVE HELP

Even auto dealerships offer virtual showrooms and online vehicle shopping.





Realtors provide virtual tours of homes.



# [10] USE THE POWER OF DATA

Harness the power of data and let it guide your business decisions.

Look through unprecedented amounts of data available online and in your analytics to uncover new opportunities, find products and services that are in demand, modify your campaigns and budgets, and always stay ahead of the curve.



Default Channel Grouping	Acquisition			Behavior			Conversions <span>eCommerce ▼</span>		
	Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>	Ecommerce Conversion Rate <sup>?</sup>	Transactions <sup>?</sup>	Revenue <sup>?</sup>
	141,224 % of Total: 100.00% (141,224)	141,259 % of Total: 100.09% (141,126)	176,399 % of Total: 100.00% (176,399)	73.92% Avg for View: 73.92% (0.00%)	1.72 Avg for View: 1.72 (0.00%)	00:01:32 Avg for View: 00:01:32 (0.00%)	1.20% Avg for View: 1.20% (0.00%)	2,115 % of Total: 100.00% (2,115)	€162,275.97 % of Total: 100.00% (€162,275.97)
1. <a href="#">Organic Search</a>	126,327 (87.10%)	125,010 (88.50%)	149,940 (85.00%)	75.44%	1.61	00:01:27	0.87%	1,301 (61.51%)	€98,177.13 (60.50%)
2. <a href="#">Direct</a>	10,556 (7.28%)	10,530 (7.45%)	14,227 (8.07%)	73.23%	1.89	00:01:41	1.62%	231 (10.92%)	€19,440.72 (11.98%)
3. <a href="#">Referral</a>	6,447 (4.45%)	4,338 (3.07%)	9,947 (5.64%)	54.36%	2.90	00:02:32	4.57%	455 (21.51%)	€33,900.15 (20.89%)
4. <a href="#">Social</a>	1,133 (0.78%)	1,068 (0.76%)	1,354 (0.77%)	74.96%	1.71	00:00:44	1.33%	18 (0.85%)	€1,280.90 (0.79%)
5. <a href="#">Email</a>	390 (0.27%)	295 (0.21%)	675 (0.38%)	42.96%	4.53	00:03:14	14.67%	99 (4.68%)	€8,508.03 (5.24%)
6. <a href="#">(Other)</a>	184 (0.13%)	18 (0.01%)	256 (0.15%)	59.77%	2.55	00:01:52	4.30%	11 (0.52%)	€969.04 (0.60%)











Analyze your traffic, keywords, traffic sources, landing pages, etc.

Primary Dimension: **Product** [Product SKU](#) [Product Category \(Enhanced Ecommerce\)](#) [Product Brand](#)

Secondary dimension ▼

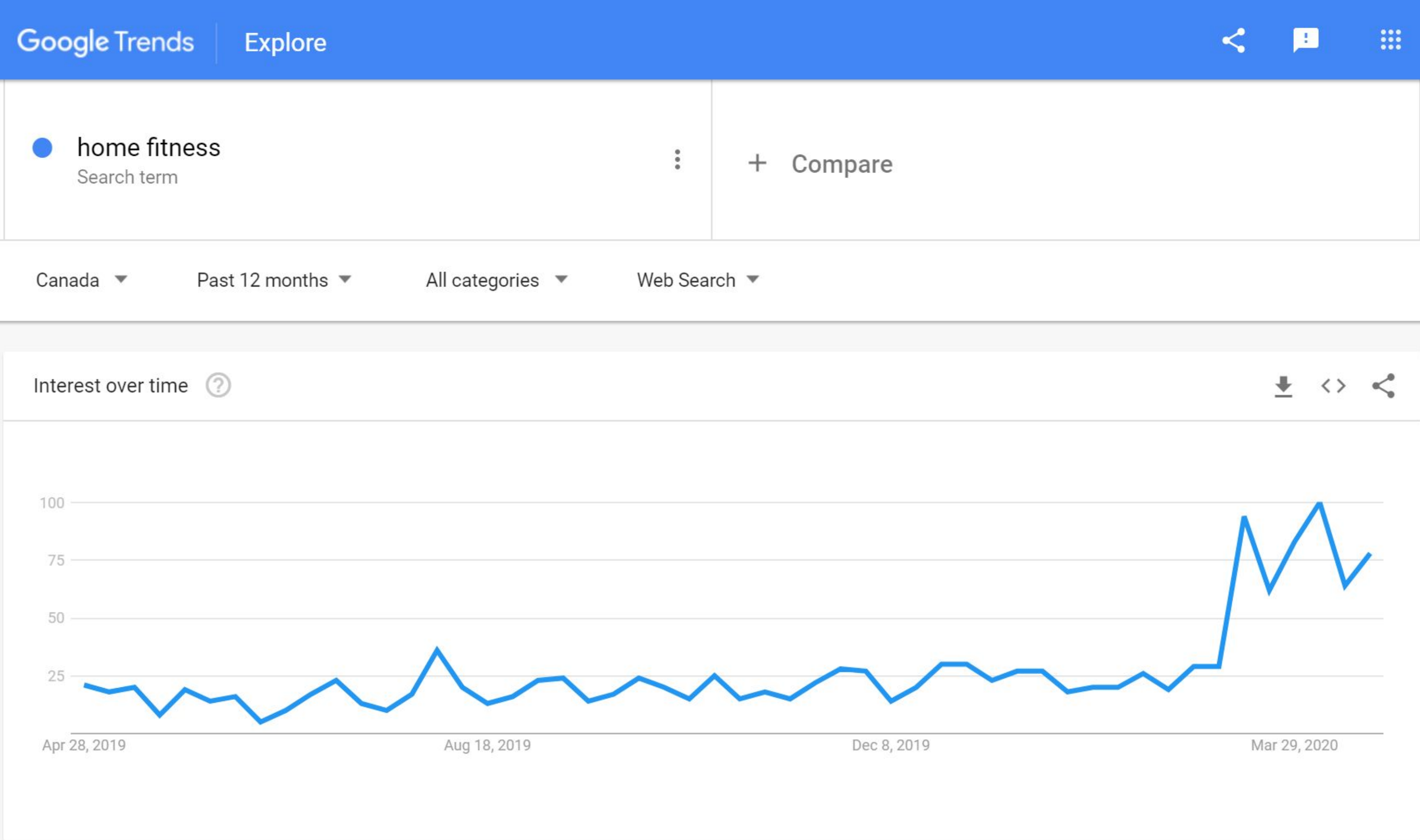
Q

advanced

Product ?	Sales Performance						Shopping Behavior	
	Product Revenue ? ↓	Unique Purchases ?	Quantity ?	Avg. Price ?	Avg. QTY ?	Product Refund Amount ?	Cart-to-Detail Rate ?	Buy-to-Detail Rate ?
	\$5,840.36 % of Total: 100.00% (\$5,840.36)	289 % of Total: 100.00% (289)	380 % of Total: 100.00% (380)	\$15.37 Avg for View: \$15.37 (0.00%)	1.31 Avg for View: 1.31 (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)	12.60% Avg for View: 12.60% (0.00%)	0.46% Avg for View: 0.46% (0.00%)
1. 	\$406.00 (6.95%)	6 (2.08%)	7 (1.84%)	\$58.00	1.17	\$0.00 (0.00%)	8.93%	0.96%
2. 	\$358.80 (6.14%)	7 (2.42%)	7 (1.84%)	\$51.26	1.00	\$0.00 (0.00%)	3.28%	2.87%
3. 	\$240.00 (4.11%)	4 (1.38%)	4 (1.05%)	\$60.00	1.00	\$0.00 (0.00%)	14.62%	0.35%
4. 	\$237.00 (4.06%)	1 (0.35%)	3 (0.79%)	\$79.00	3.00	\$0.00 (0.00%)	6.73%	0.96%
5. 	\$176.00 (3.01%)	8 (2.77%)	8 (2.11%)	\$22.00	1.00	\$0.00 (0.00%)	0.00%	0.00%
6. 	\$120.00 (2.05%)	3 (1.04%)	3 (0.79%)	\$40.00	1.00	\$0.00 (0.00%)	1.65%	0.41%
7. 	\$120.00 (2.05%)	1 (0.35%)	1 (0.26%)	\$120.00	1.00	\$0.00 (0.00%)	1.20%	0.60%
8. 	\$116.00 (1.99%)	2 (0.69%)	2 (0.53%)	\$58.00	1.00	\$0.00 (0.00%)	8.96%	2.99%
9. 	\$110.00 (1.88%)	5 (1.73%)	5 (1.32%)	\$22.00	1.00	\$0.00 (0.00%)	27.59%	1.04%
10. 	\$91.00 (1.56%)	6 (2.08%)	7 (1.84%)	\$13.00	1.17	\$0.00 (0.00%)	18.68%	0.68%

Dig through your Google Analytics to identify products in demand and items that deliver most profitable sales.





Use Google Trends to uncover trending products or services.  
“home fitness” more than tripled in popularity indicating a big surge in demand.

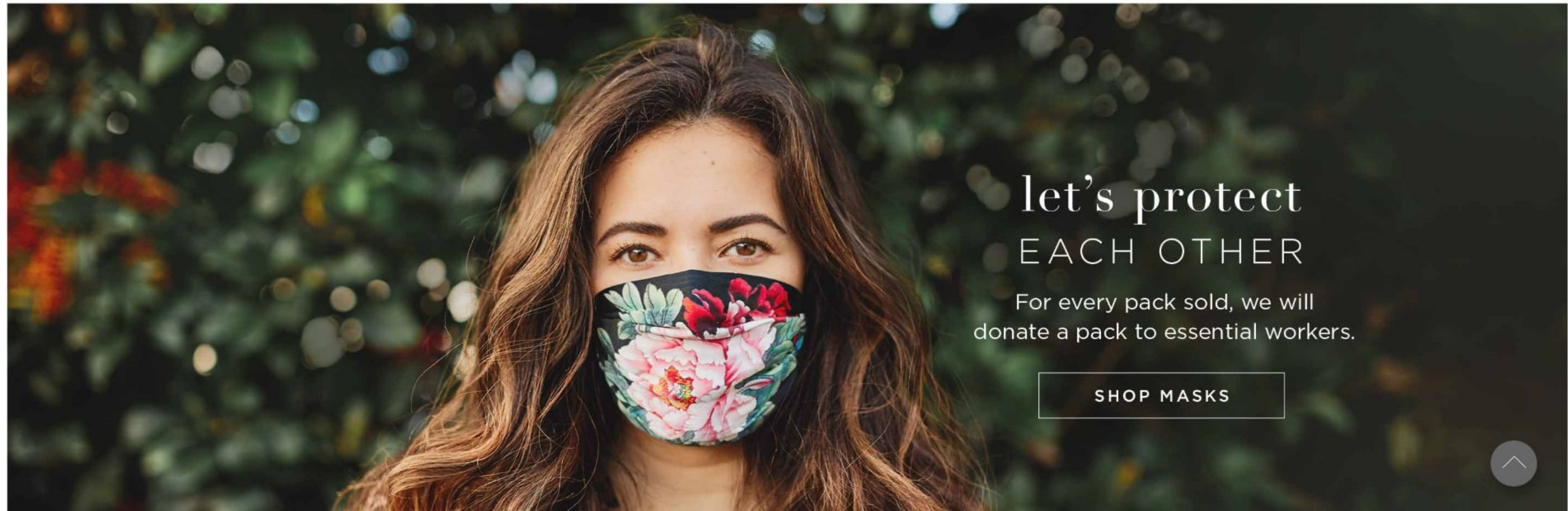


THE SPRING SALE

20% OFF UP TO \$400 OR 30% OFF ORDERS \$400+

CODE: SPRINGSALE

SHOP NOW ►  
excludes masks



With timely data you know where to pivot to promote items in demand - like face masks.



MCF Channel Grouping Path <sup>?</sup>		Conversions <sup>?</sup> ↓	Conversion Value <sup>?</sup>
1.	Organic Search	2,093 (48.90%)	\$3,775.00
2.	Direct	935 (21.85%)	\$2,245.00
3.	Organic Search → Direct	244 (5.70%)	\$1,390.00
4.	Paid Search	236 (5.51%)	—
5.	Direct × 2	127 (2.97%)	—
6.	Social Network	114 (2.66%)	—
7.	Referral	56 (1.31%)	—
8.	Organic Search → Direct × 2	55 (1.29%)	—
9.	Direct × 3	40 (0.93%)	—
10.	Direct × 4	24 (0.56%)	—

If you're using multiple marketing channels analyze Top Conversion Paths report to understand which channel combinations are converting the best.

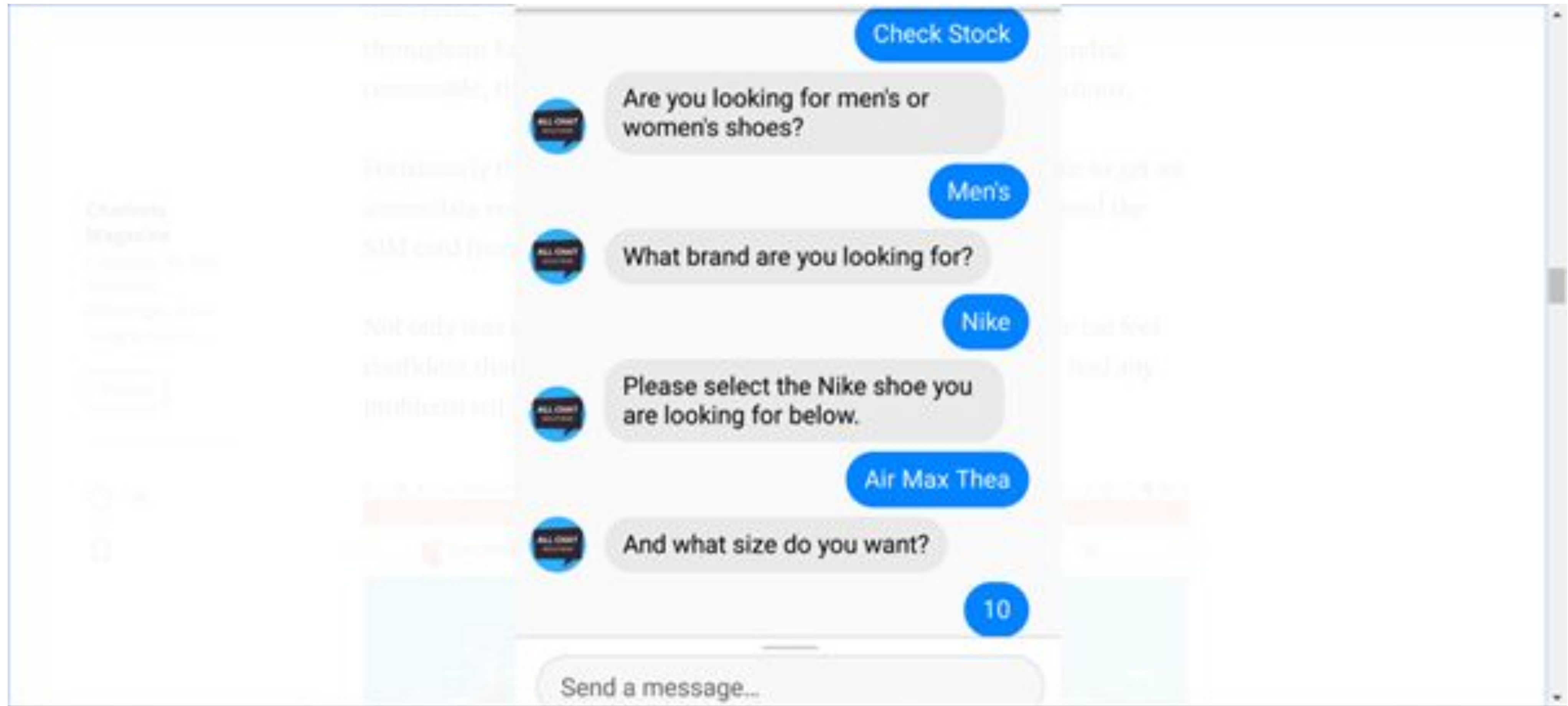
# [11] **AUTOMATE EVERYTHING YOU CAN**

Digital marketing and online sales allow you to automate a bulk of your operation to cut costs and preserve precious cash.

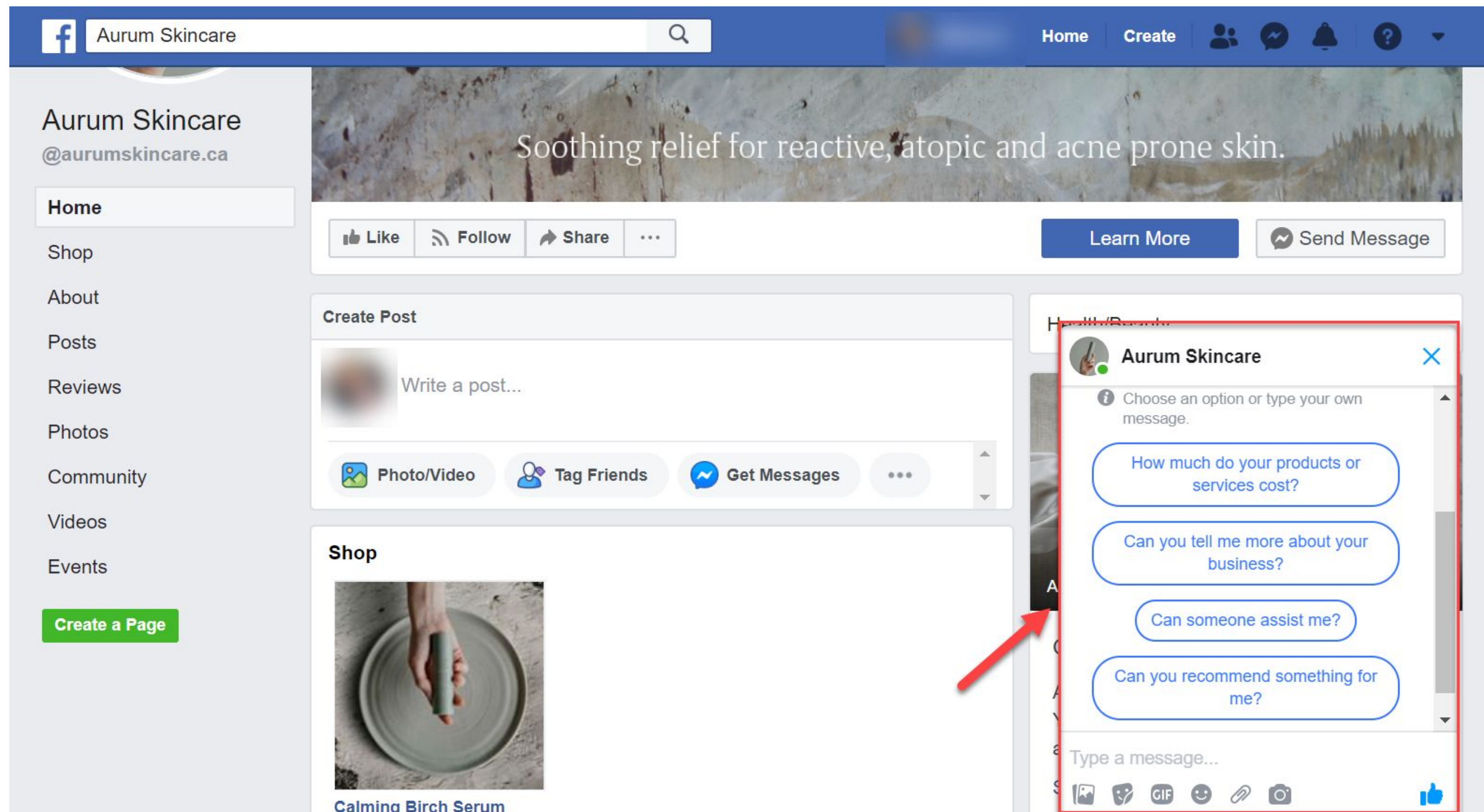
Chatbots can automatically answer customer questions, take orders and cut down sales and customer service costs.

Online booking services allow people to schedule appointments and consultations without the need to hire extra staff.





Leverage online chat bots on your website and social media.



Autorespond to common questions directly from your Facebook page with a chat bot.



[← Back to Booking Page](#)

Next 7 Days >

Select a treatment to view available appointment times for all physiotherapies:

This appointment is for a Physiotherapy Assessment conducted via Telehealth video conference software.

This appointment is for a Telehealth Physiotherapy video conference session. You must already have attended an assessment (either in clinic or via Telehealth) to book this appointment.

This appointment is for a short, check-in with your physio via Telehealth video conference session. You must already have attended an assessment (either in clinic or via Telehealth) to book this appointment.

8. 1. 15. 11

	Sun Apr 19	Mon Apr 20	Today	Wed Apr 22	Thu Apr 23	Fri Apr 24	Sat Apr 25		
6am	No Availability	No Availability	No Availability						
7am									
8am								8:00 AM	
9am						9:00 AM	9:00 AM		9:15 AM
10am						10:00 AM	10:15 AM		10:30 AM
11am									11:45 AM
12pm									
1pm							1:45pm +2 more	1:00 PM	
2pm							2:00 PM	2:15 PM	2:30 PM
3pm							3:15 PM		
4pm				4:00pm +3 more					
5pm					4:45 PM	4:45 PM			
6pm									
7pm									

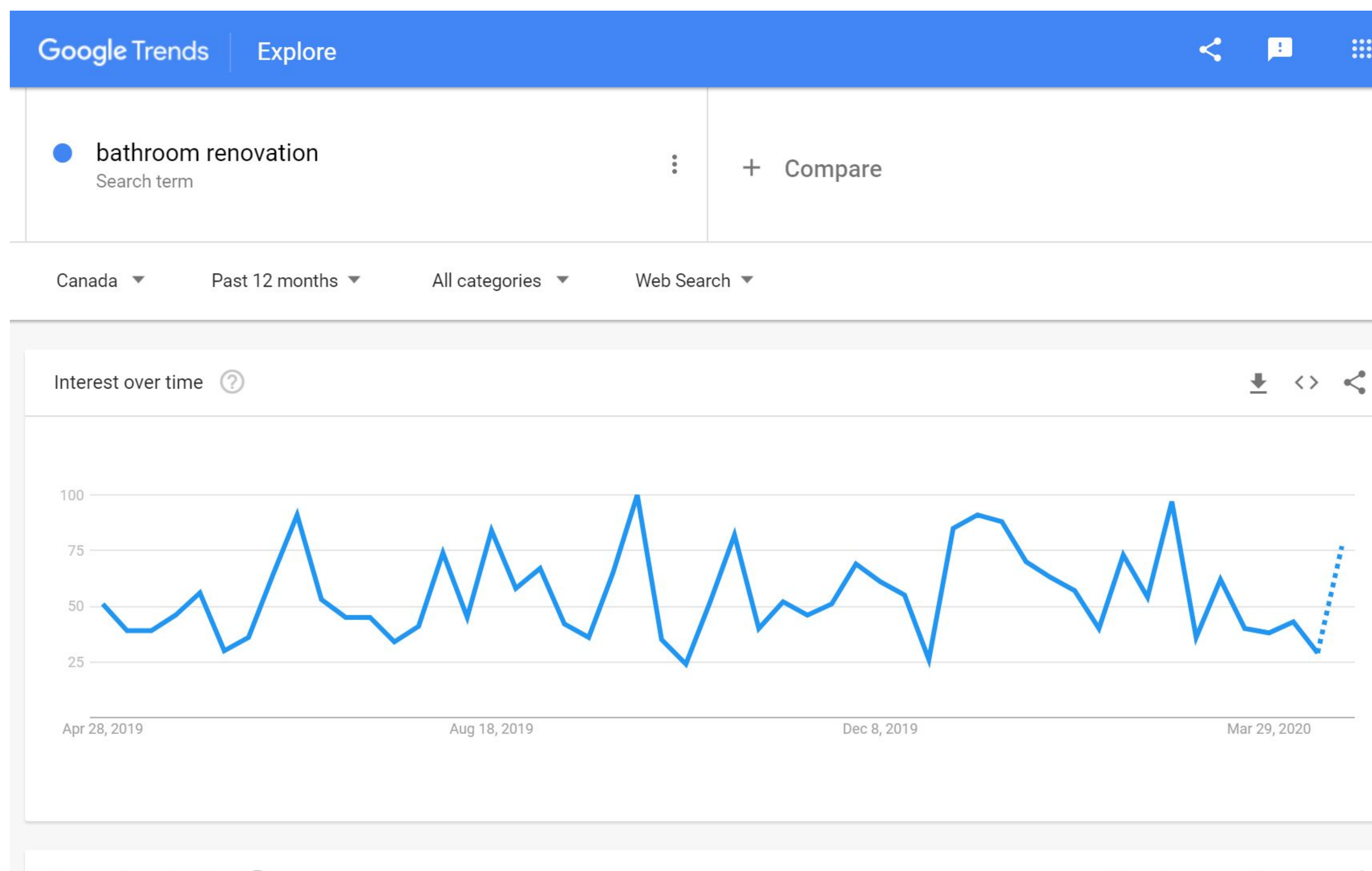
**StableWP** | [www.stablewp.com](http://www.stablewp.com) | e: [info@stablewp.com](mailto:info@stablewp.com) | t: 1888-760-9982

# [12] BUILD A DATABASE

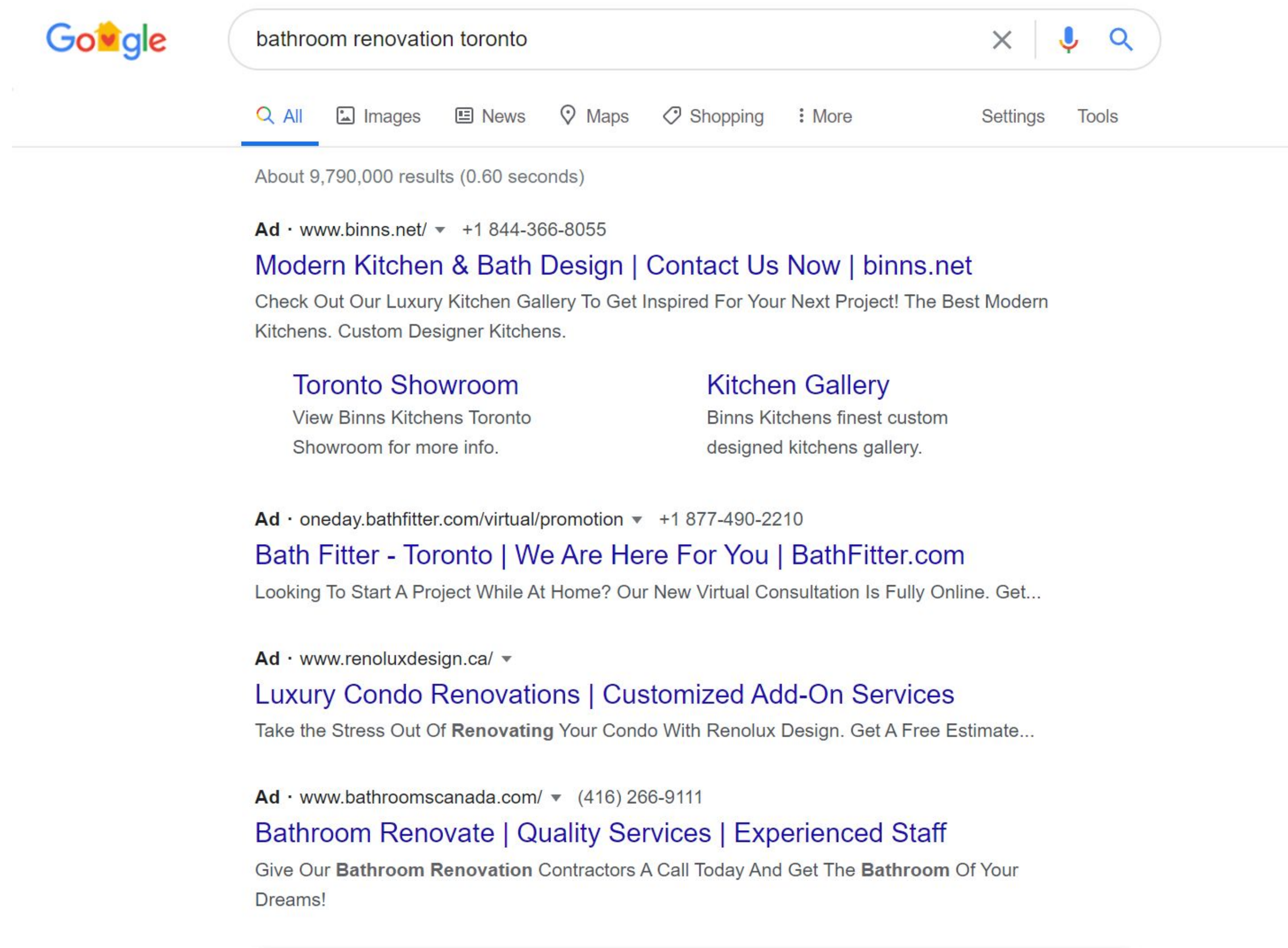
Even if there's no current demand for your offer and if you can pivot your business model, you can still advertise and take advantage of low CPC to reach potential customers, raise awareness and build a database (email list) of leads for the future.

Offer online quotes, strategy calls, e-books, cheatsheets, etc., as lead magnets to capture contact information on your website.





Many services are still in demand even though companies cannot provide them at the moment.



Be available to potential customers and capture leads. If you are not, your competitors will be.



**Ad** • oneday.bathfitter.com/virtual/promotion ▼ +1 877-490-2210

**Bath Fitter - Toronto | We Are Here For You | BathFitter.com**

Looking To Start A Project While At Home? Our New Virtual Consultation Is Fully Online. Get...

Be sure to modify your ad messaging to reflect the current situation.

Google Ads

All campaigns >

Display campaigns

SEARCH

REPORTS

TOOLS & SETTINGS

Navigating your campaigns through COVID-19

1 campaign reached monthly charging limit

This month

Apr 1 – 23, 2020

Overview

Recommendations

Campaigns

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Placements

Placements

Where ads showed

Exclusions

Settings

Where ads showed

Network: YouTube and Display

ADD FILTER

SEARCH

SEGMENT

COLUMNS

DOWNLOAD

EXPAND

Placement	Type	Campaign	Ad group	Clicks	Impr.	CTR	Avg.
cityline.tv	Site	DISPLAY - Remarketing Canada New	Remarketing - Canada - Landing	0	37	0.00%	
grunge.com	Site	DISPLAY - Remarketing Canada New	Remarketing - Canada - Landing	0	116	0.00%	
upworthy.com	Site	DISPLAY - Remarketing Canada New	Remarketing - Canada - Landing	0	9	0.00%	
Mobile App: Talking Ginger 2 (iTunes A...	Mobile application	DISPLAY - Remarketing Canada New	Remarketing - Canada - Landing	0	100	0.00%	
craftsonsea.co.uk	Site	DISPLAY - Remarketing Canada New	Remarketing - Canada - Landing	0	8	0.00%	
menupix.com	Site	DISPLAY - Remarketing Canada New	Remarketing - Canada - Landing	0	41	0.00%	
babyfoode.com	Site	DISPLAY - Remarketing Canada New	Remarketing - Canada - Landing	0	10	0.00%	
fandom.com	Site	DISPLAY - Remarketing Canada New	Remarketing - Canada - Landing	0	893	0.00%	
noshtastic.com	Site	DISPLAY - Remarketing Canada New	Remarketing - Canada - Landing	0	140	0.00%	
Mobile App: Music Tube - Music Video...	Mobile application	DISPLAY - Remarketing Canada New	Remarketing - Canada - Landing	0	376	0.00%	

Use your ad budget efficiently by tightly controlling your search terms, audiences and placements, bidding, etc.



**[13]**

# **UTILIZE FREE TOOLS**

Many marketing and software companies are doing their part supporting the community in these uncertain times.

Most are offering free access to their tools and resources:

- Email marketing
- Keyword research for SEO and PPC
- Social media management tool
- CRM and marketing automation
- Online video and conferencing
- Accounting software, etc.

# THANK YOU

## QUESTIONS? LET'S TALK.

[www.stablewp.com](http://www.stablewp.com)

e: [info@stablewp.com](mailto:info@stablewp.com)

t: 1888-760-9982