



Monthly

APRIL 2020

Marketing Morsels

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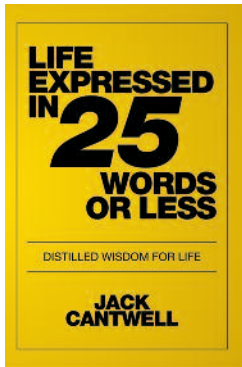
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Not an April Fool joke.

You can't make this stuff up. We are living life like never before. The marketing implications of the COVID-19 challenges we are experiencing are mind-blowing. All we can do is stay under control, assess the situation we are in, and plan for the future with the cards we are dealt. And stick to the belief that God remains on your side.

By the time you are reading this April Morsel, we are one day closer to "business as usual" (ever the optimist). I'm trying, along with the rest of you, to make use of this "down time" at home to look seriously at what's called a "Situation Analysis" and deal accordingly with "Marketing Strategies and Tactics".

If I'm in the restaurant business (prayers for all of these folks please). I can focus on things like menu, day-part traffic, effectiveness of promotion specials, customer service, frequency of visits, etc., and when the doors open again, you have some

"tweaks" ready to go to make business better than it was before (I put my 25 years of marketing/promotion experience in that industry hat on for that thought).

On-line shopping has become more of a "habit" during these times. How do you as a brick and mortar competitor turn the tide back to normal. AMEX spearheaded the "Shop Local" campaign to help small local businesses. Communities need to double down on that concept once the lid is lifted.

I used the term "business as usual". Maybe that's the April Fool joke. None of us have ever had a challenge like COVID-19 thrown at us. It's been a gritty test of our resolve as business-people, family-people, and Americans. We are stronger from this. Believe it.

April prayer – Make the May Morsel a message of thankfulness and optimism. Stay safe my friends!



Call Jack Cantwell at Skylimit Marketing 717-269-0288 for a free consultation. You can also email jack@skylimitmarketing.com or visit www.skylimitmarketing.com

