All Systems Go: How To Stay Active In Digital Marketing This COVID-19 Season

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All Systems Go Marketing, based in La Mesa, California, has taken the initiative to advise the local community on how to stay active in digital marketing during the COVID-19 pandemic. The digital marketing agency, which has been active since 1999, chose to address this topic in a blog post published on their official website.

The post begins by addressing the current situation, stating that, ?The business climate may be dire and will continue to be seemingly hopeless in the near future. With people advised to stay home and most brick and mortar businesses forced to close, the only wise and safe move for companies to do right now is exercise a lot of patience and wait for the situation to improve before emerging out of your safety zone and getting active in business again. But is this really the best way to go ? to do nothing and wait it out?? The company acknowledges that, given the current situation, running a business physically is a difficult task. Instead of waiting it out however, the company recommends developing one?s digital marketing platform instead in order to take advantage of any opportunities that may emerge.

The agency states that, ?There are some things in your digital marketing checklist that you may want to act on precisely because we?re in a crisis situation. Act on them now and take advantage of the opportunities that may emerge.? The first suggestion in the post is to redesign one?s website. A website audit can only do so much, and there may be many issues concerning a business website. If this is the situation, then the post recommends redesigning one?s website. To quote the post, ?If you are thinking that a redesign would mean tweaking the aesthetic elements of your website, including the fonts, the background colors and the graphics, you are only scratching the surface.?

According to All Systems Go Marketing, a website redesign goes beyond the look of the website. One would need to consider the effectiveness of its various elements, such as the landing pages, call-to-action, the voice and the presence of too much text, among other aspects. One would also need to do a website redesign if the information on the site is not as current or relevant to the target audience. The links should still be functional, and the website needs to be easy to navigate. Just like one would regularly update social media

channels to stay current, a business website too must be updated in the same manner.

The second suggestion is to go back to content marketing. The post elaborates that, ?In these uncertain times, everyone is worrying, especially your customers. If you don?t communicate with them effectively now, chances are they won?t really remember you when the situation improves.? The company recommends taking this opportunity to assure customers that they are not alone in struggling through the pandemic, and that one?s business is there to hopefully bring them happiness.

All Systems Go Marketing stresses the importance of being understanding, empathetic and to not fall into the temptation of overly pushing one?s products and services to their customer base. Overt marketing and sales effort during the pandemic will only leave a negative impression within the community. A business must make an effort to not be seen as an immoral or opportunistic company.

The post also suggests that one should focus on social media strategy. To quote the post, ?There has never been a more obvious time for social media to assert its usefulness among businesses than in times of crisis, as we have been experiencing nowadays. Your social media assets are the most convenient platforms for you to provide your customers with updates and not lose touch with them.? It is always best to be prepared with a strategy to manage one?s social media tools. The post recommends planning the consistency of messaging, scheduling of posts and how one?s business should adapt with the changing lockdown and pandemic situations. To quote the company, ?If you still want more ideas on what your digital marketing efforts can accomplish during this time, All Systems Go Marketing has your back.?

Since 1999, All Systems Go has focused on working for and partnering with small to mid-sized businesses. To quote the website, ?Our goal is to provide accountable, high ROI Digital Marketing services that give you what you?re looking for ? clients and deals.? The company?s methods are based on the latest Social Marketing research, proven search engine performance, algorithm analysis and real results. They work with clients that are strongly devoted to driving sales.

To learn more about All Systems Go Marketing and the services they provide, one may visit their website. For further inquiries, one may contact the company directly via phone or email.

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For more information about All Systems Go Marketing, contact the company here:All Systems Go MarketingCraig Wright(619) 304-0152salesweb@allsystemsgomarketing.comAll Systems Go Marketing8064 Allison Avenue, #108La Mesa, CA 91942

All Systems Go Marketing

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Website: https://www.allsystemsgomarketing.com

Email: salesweb@allsystemsgomarketing.com

Phone: (619) 304-0152