



B2C Marketing Strategies

During Lockdown & Pandemic times

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Are you at home during this
lockdown period?

You can either WHINE about it... or WIN over it.



Here is the good news!

You can still grow your business from home!

Check out some of our marketing strategies that will help you grow even during these times of distress.





Pre-sell Gift Certificates

A compelling offer on your gift certificates for future use.

Offer a radical deal on your gift certificates. Something like Rs. 5000 certificate on sale for just Rs.3500 - valid only for future use.

This will allow you to generate a better cash flow during these times, as well as get customers to step in to your business when you are operational.





Contactless and Transparent Delivery

Works well for Restaurants

Offer take-aways or tie-up with logistic partners to handle home-deliveries without any personal contact. The food can be delivered at the door step, and payment can be collected digitally at the time of order.



Set up a webcam in the kitchen for your customers to witness the safety and cleanliness measures you have taken. Broadcast the video feed on FB/Youtube Live to increase the confidence of your customers to order from you.

Share your thoughts, insights, and updates on daily or weekly basis.



Go on Facebook Live and build your fan community!

Reach out to your online tribe with a free video series on Facebook Live. Be casual and genuine.





Build your connects

With influencers, prospects and customers

Reach out to people in your connection sphere and build professional relationships. They could be online influencers, prospects or old customers.



Keep GROWING

Grow things that matter to your KPIs



Grow one segment customers

Set targets for a specific industry / vertical that best fits your service.



Grow your brand Ambassadors & Rating

Get help in spreading the word by asking your loyal customers to review your business in online.



Grow free sign-ups

Get more people to try your product for free on a limited trial basis.

Keep GROWING

Grow things that matter to your KPIs



Grow traffic to your online channels

Create fresh content on your blog, and impressive visuals for social handles to increase following.



Grow Email Subscribers

Send interesting mailers and grow your subscriber base.



Grow organic search-engine presence

Create SEO optimized articles and content to your website.



*Delivering Brand Stories
for Internet Generation!*





Watch out for more!

Or reach out to us if you need any help in execution!

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