

WHY MAINTAINING YOUR SOCIAL MEDIA PRESENCE DURING COVID-19 IS CRUCIAL

by Kevin Rehberger



As COVID-19 continues to impact the world, businesses are scrambling to maintain their customer bases. As a result, some are scaling back marketing plans in order to save money. But others are refocusing on their social media plans instead. Why is this happening?

LET'S TAKE A MOMENT TO DISCUSS IT.

More people are using social media

With so many people staying inside right now, social media usage is skyrocketing. Statista, a website that collects statistics on a variety of topics, has reported on this. According to recent figures, social media usage around the world had increased 44 percent as of March 2020.

Since people can't go outside, they're using social media to stay connected to the world. As a result, there are many more eyes on social channels right now. Failing to update your pages will be costly, so focus on putting out engaging content on a regular basis.

Maintaining customer relationships is crucial

Social media channels also help you stay connected with your customers. During this period of uncertainty, you need to let customers know that you're sticking around. Many businesses

post frequent updates on social media to do this.

If you don't update your pages on a consistent basis, users will assume you're not open right now. If you go too long without an update, they might assume you've closed for good and may un-follow your channels. Even if you can't guarantee that people will work with you now, you want them to stay engaged with your brand.

Focus on creating social media content that people will find valuable. That way, when things get back to normal, your customers will still be around.

People want information and health tips

People are also turning to social media to do research. They want to know if businesses are open and if they have the products they need in stock.

Companies can use social channels to provide important updates for their customers. For example, restaurant owners are using them to notify customers about their operating hours. Keeping customers in the loop about information like this is crucial.

People are also looking for content that will help them unwind and destress. Others are trying to find entertaining posts that will give them a good laugh. Providing this type of content is just as important.

By sharing information about stress relief and mental health, you're letting customers know that you're thinking about them. This will help you build a stronger relationship with your customer base. Treat customers right and they'll want to work with you long after the pandemic is over.

It's a cost-effective strategy

Most businesses are straining right now, so it's understandable that they might want to cut back in certain areas. But social media isn't something that you should be cutting back on.

Compared to other content marketing strategies, a social media strategy is more cost effective; yet it is no less effective in spreading brand awareness.

Even if you must scale back in other areas, don't cut your social media strategy. By building a plan now, you'll have a great marketing strategy in place that you can use after the virus has been dealt with.

Social media marketing has always been an important part of online business. But today, with the level of uncertainty caused by COVID-19, it has become one of the best tools at your disposal.

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