

A grayscale background image showing a close-up of a hand holding a smartphone. The hand has a diamond ring on the ring finger. The phone has a textured, leather-like case. The Apple logo is visible on the back of the phone. The overall tone is professional and modern.

TAILOR MADE MARKETING

# MAKE YOUR BUSINESS DISASTER PROOF

HOW TO ATTRACT NEW CLIENTS  
AND CUSTOMERS DURING THE  
CORONA EPIDEMIC



TAILOR MADE MARKETING

**MAKE IT  
EASY FOR  
CUSTOMERS  
TO DO  
BUSINESS  
ONLINE AND  
NOT IN  
PERSON**

**FIND THE BEST WAY TO HAVE AS  
LITTLE PERSON TO PERSON  
CONTACT AND STILL SELL YOUR  
PRODUCT OR SERVICE**

TAILOR MADE MARKETING

# LET THE PUBLIC KNOW THAT YOU HAVE THESE NEW OR EXISTING CONVENIENT OPTIONS

USE VIDEO THROUGH ALL AVAILABLE  
MEDIA OUTLETS TO BROADCAST  
THAT THESE ONLINE OPTIONS ARE  
AVAILABLE FOR CUSTOMERS TO USE



A person is seen from the back, looking at a wall covered in various business diagrams, flowcharts, and notes pinned to it. The person is wearing a striped sweater. The text is overlaid on the left side of the image.

TAILOR MADE MARKETING

# **ASK YOURSELF, "DOES MY BUSINESS PROVIDE ESSENTIALS FOR PEOPLE WHO CAN'T LEAVE HOME?"**

**FIGURE OUT IF YOUR BUSINESS HAS  
A UNIQUE WAY OF CAPITALIZING  
FROM A CRISIS SITUATION. WHAT  
PRODUCTS OR SERVICES DO YOU  
PROVIDE THAT FIT ANY NEEDS  
DURING THIS TIME?**





Low on 10/03/11 1099.23

Jan Feb Mar Apr May Jun Jul 2011

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# **MAKE DOING BUSINESS THIS WAY BECOME YOUR NEW NORMAL**

**MAKE DOING BUSINESS THIS WAY  
YOUR NEW NORMAL. DON'T GO  
BACK TO CONVENTIONAL  
THINKING. HAVE OPTIONS THAT  
ALLOW YOUR BUSINESS TO RUN  
UNDER ANY CIRCUMSTANCE**





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# **NEED HELP EXECUTING THESE STEPS?**

**IF YOU NEED HELP EXECUTING  
THESE STEPS FEEL FREE TO  
SCHEDULE A VIRTUAL MEETING  
WITH OUR STRATEGISTS. THE  
INFORMATION IS FOUND BELOW**

**VISIT [WWW.TAILORMADEMKTG.COM](http://WWW.TAILORMADEMKTG.COM)**