




BD & MARKETING LOCKDOWN GUIDE

Activity	During Lockdown	Post Lockdown
 Digital Audit	<ul style="list-style-type: none"> • Review website bio • Review LinkedIn bio • Research & Join LinkedIn groups 	<ul style="list-style-type: none"> • Schedule 6-month bio review • Comment and post in LinkedIn groups
 Marketing	<ul style="list-style-type: none"> • Review existing material • Update marketing plan <ul style="list-style-type: none"> ◦ For now ◦ Following 6 months 	<ul style="list-style-type: none"> • Follow your 6-month marketing plan
 Content Marketing	<ul style="list-style-type: none"> • Write/film/produce 6 month's worth • Send fortnightly email updates to database 	<ul style="list-style-type: none"> • Release planned content • Promote content on social media • Consider advertising
 Speaking	<ul style="list-style-type: none"> • Research relevant issues to talk about • Deliver webinars • Research speaking opps 	<ul style="list-style-type: none"> • Reach out to speaking organisers • Deliver in-person presentations & webinars
 Contacting Clients / Prospects	<ul style="list-style-type: none"> • Check-in on clients • Build a list of contacts to meet post-lockdown 	<ul style="list-style-type: none"> • Week 1 arrange meetings with clients and prospects

The above list is aimed to provide guidance to help you keep in contact and stay relevant during lockdown, and have a plan to come out the other side in a stronger position. You can do as little or as much as time allows. We appreciate with work and home it may be hard to do all of this. However, if you want to do more during lockdown please get in touch.