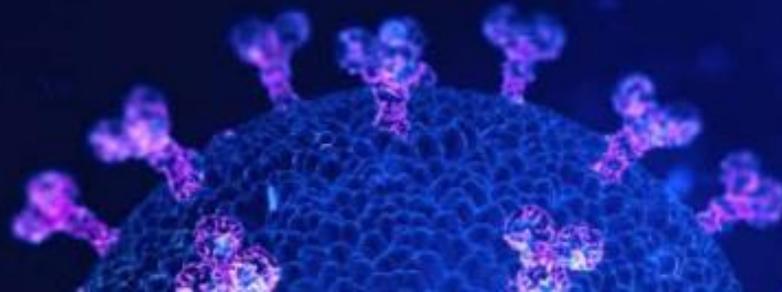


Business Resiliency Communications Roundtable



Business Resiliency Communications Resources Roundtable

1. Welcome
2. Program and Introductions
3. Presentation by Articulate Solutions
4. Questions & Answers



CHOOSE MORGAN HILL



Articulate Solutions

A CREATIVE SERVICES AGENCY



ARTICULATE SOLUTIONS

- Nearly 30 years in business
- Award-winning and diverse team
- Wide range of industries served

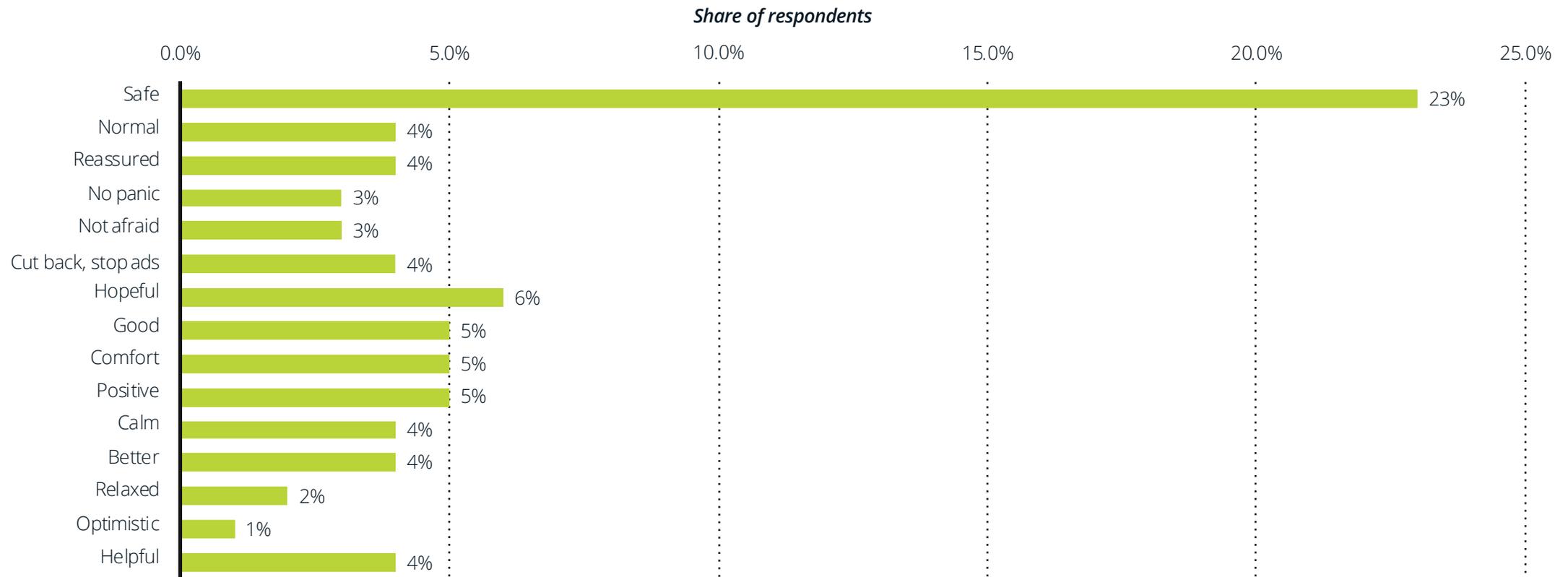




Communication Matters Now More than Ever

MESSAGING MATTERS

Feelings advertising should evoke in light of coronavirus outbreak according to consumers in the United States

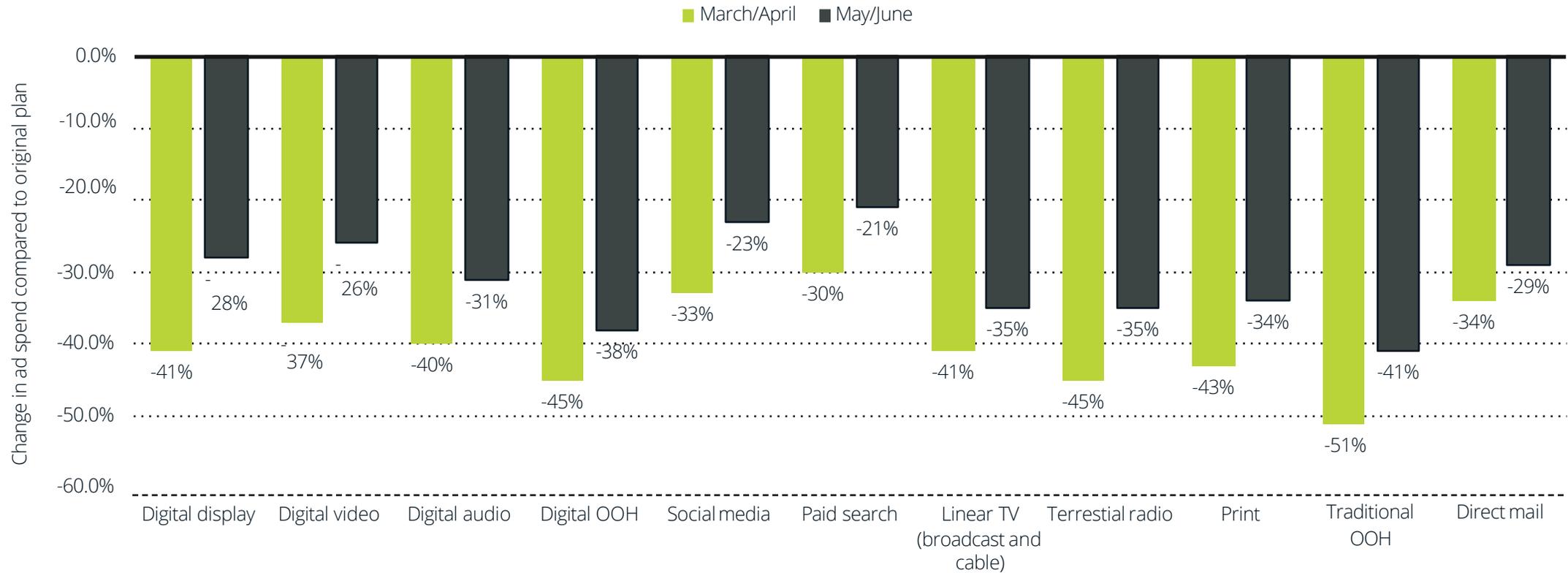


Source: [Statista March 2020](#)



MEDIUM MATTERS

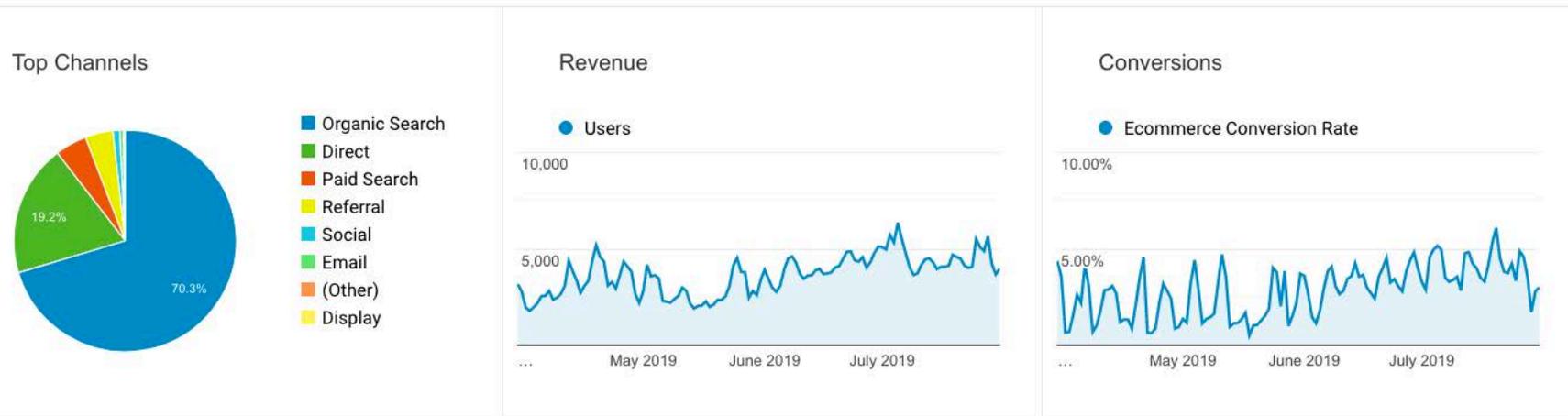
Estimated change in advertising spending influenced by the coronavirus outbreak according to advertising professionals in the United States, by channel



Source: Statista March 2020



MEDIUM MATTERS



	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	348,824	329,283	547,764	38.94%	4.18	00:03:11	3.16%	17,008	\$2,289,942.80
1 Organic Search	195,689			31.59%			3.79%		
2 Direct	74,158			45.82%			3.10%		
3 Paid Search	8,559			32.76%			5.97%		
4 Referral	10,562			37.75%			4.21%		
5 Social	27,960			44.39%			0.52%		
6 Email	176			28.61%			22.54%		





Top Suggestions for Your COVID-19 Communication Strategy

3 SUGGESTIONS FOR YOUR WEBSITE

- Make your customers aware.
- Create a resource page.
- Re-imagine how you sell.



3 SUGGESTIONS FOR YOUR E-MAIL LIST

- Check in with your customers.
- Provide quality content that adds value.
- Choose joy and promote positivity.



3 SUGGESTIONS FOR YOUR SOCIAL MEDIA CHANNELS

- Be sensitive to the situation.
- Develop on-brand messaging.
- Consistency is key.



3 SUGGESTIONS FOR YOUR BUSINESS DEVELOPMENT

- Evaluate your brand position.
- Update your website.
- Invest in things you don't normally have the bandwidth for.



THANK YOU



Business Resiliency Communications Resources Roundtable

Articulate Solutions

Angela Mannino

angela@articulate-solutions.com

Jason Raby

jason@articulate-solutions.com

City of Morgan Hill Economic Development

Edith Ramirez edith.ramirez@morganhill.ca.gov

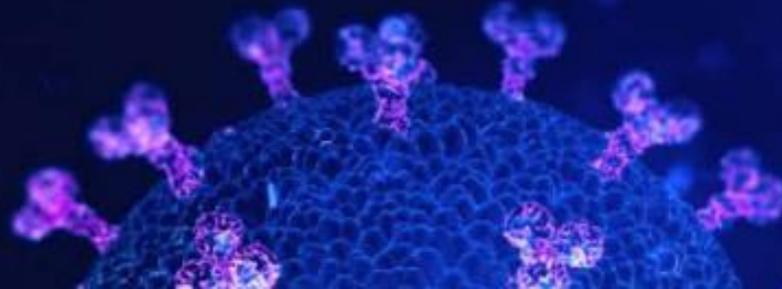
John Lang john.lang@morganhill.ca.gov

Morgan Hill Chamber of Commerce

Brittney Sherman brittney@morganhill.org

Visit Morgan Hill

Krista Rupp executivedirector@visitmorganhill.org



CHOOSE MORGAN HILL