

GREEN SHOOTS

WINSTON CHURCHILL SAID, "**NEVER WASTE A GOOD CRISIS.**" AS THE ECONOMY REOPENS, LOOK FOR THE "GREEN SHOOTS" OF OPPORTUNITY FOR RECOVERY AND GROWTH. WHAT WILL YOUR BUSINESS LOOK LIKE AT THE END OF THE CRISIS?



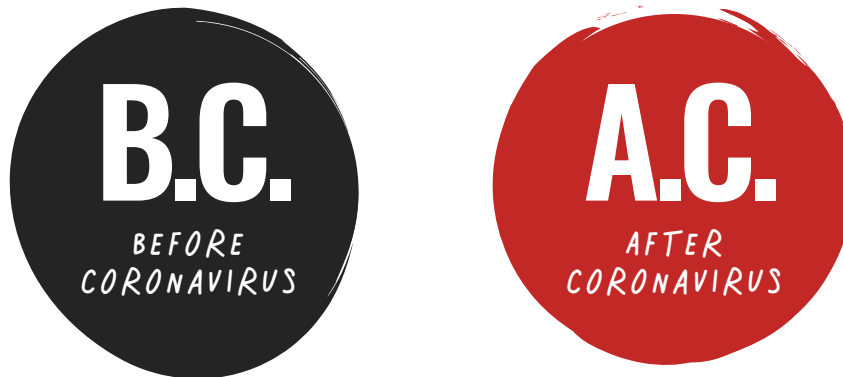
STICKY BRANDING 

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CRISIS MARKETING

There is a clear line in 2020:



Business after the coronavirus crisis is different. New customer needs are appearing. These are “Green Shoots,” and they are your opportunity for innovation and growth. **Today’s needs can become tomorrow’s markets.**

To find the Green Shoots ask three questions:

1. Who needs your company and its expertise the most right now?
2. What products or services can you deliver to solve real problems that are valued?
3. How can you proactively sell and deliver your services to the people with the most need?

The world needs your company more than ever before, but that requires looking ahead and even reframing where your company can be of service.

GET STARTED

In the chart on the next page explore how you can turn potential customer needs into products, services or solutions your company can deliver.

Step 1:

- Select a customer or market that you want to serve.
- How has the coronavirus pandemic impacted their business (from Leading to Bleeding)?
- What is a need they may have?

Step 2:

- What products or services can you deliver to solve that need?

Step 3:

- Compare how your business needs to change B.C. / A.C. for your products and services, delivery methods (how you deliver your services to clients), and marketing approach.

1. Who needs your company and its expertise the most right now?

CUSTOMER / MARKET	IMPACT AFTER CORONAVIRUS	THEIR NEED
	☐ LEADING ☐ STABLE ☐ SLIPPING ☐ BLEEDING	

2. What can you offer? (product / service / solution)

3. How does your business need to change to serve the customer need A.C.?

	PRODUCT SERVICE	DELIVERY METHOD	MARKETING
B.C.			
A.C.			

CRISIS MARKETING

Gain control of your business during the coronavirus crisis by being fast, proactive and helpful. Sticky Branding works with you to adjust your business strategy and value proposition to find new customers and sources of revenue taken by Covid-19. You will create a “Slingshot Strategy” to launch your business out of the crisis so that it’s stronger than ever.

SCHEDULE A FREE 30 MINUTE STRATEGY SESSION WITH
JEREMY MILLER, FOUNDER OF STICKY BRANDING.

SCHEDULE NOW!

