



kitchen & bath  
MARKETING SOLUTIONS

**COVID-19**

**MARKETING PLAN**

FOR KITCHEN & BATH BUSINESS OWNERS

A modern kitchen interior featuring a large white island with a blue base and a white countertop. The island has a brass faucet and a sink. Three blue bar stools with black metal frames are tucked under the island. In the background, there is a stainless steel range hood, a gas cooktop, and a built-in oven. The kitchen has white subway tile backsplash and white cabinetry with black handles. The floor is made of light-colored wood. A black banner with white and blue text is overlaid on the top half of the image. The text reads "NEW TIMES AHEAD" in a bold, sans-serif font. The word "NEW" is blue, and "TIMES AHEAD" is white. Below the banner, the text "YOUR COVID-19 MARKETING PLAN" is written in a bold, blue, sans-serif font.

**NEW TIMES AHEAD**

**YOUR COVID-19 MARKETING PLAN**



  
Kitchen & Bath  
MARKETING SOLUTION

THE **COVID-19** OPPORTUNITY  
CUSTOMERS **STILL NEED**  
YOUR SERVICES

# POISED FOR WORK

- People are being isolated to their homes for extended periods of time along with their kids and family. They will be in their home all day with nowhere else to go.
- Their time spent at home in their kitchen/bath will remind them of the work needed in these areas.
- In addition they will be bored out of their minds looking for productive things that they can do. This will inevitably lead to do-it-yourself (DIY) projects where you can help (possibly leads for you).
- Prepare basic DIY tips they can do now to spruce up their kitchen and bathrooms to make them look nice. This will position you as the expert and even make them think they should just hire you.

# CHANGE MESSAGING TO REFLECT TIMES

- Great time to position yourself as the expert during this time and be the go to Kitchen and Bath company in your local market.
- Change ad messaging to reflect safety precautions, trained staff and crews, and the fact that you are leading the way with innovative solutions during this time.
- Put a banner message on top of your website to let clients know that you are taking safety measures and that they should feel great about calling your team to take care of remodel work.
- For example emails to use for your clients, email us for examples and guidance.



**RECORD SOCIAL MEDIA  
CONSUMPTION**

A woman with long dark hair is smiling and talking on a white smartphone. She is wearing a blue and white striped shirt and a gold watch. She is sitting at a table with a white cup and saucer. The background is a blurred cafe interior with warm lighting.

## SOME REASONS YOU WON'T GET CALLS...

- People don't think you are open
- People are worried it's NOT safe

# MESSAGING STRATEGY

- WE ARE OPEN
- OUR TEAM IS TRAINED TO KEEP YOU & YOUR FAMILY SAFE DURING THIS TIME
- SANITIZING EVERYTHING, TAKING EXTRA PRE-CAUTIONS FOR CORONAVIRUS
- WEBSITE | BLOG | SOCIAL | EMAIL



# 10 MILE DOMINATION ON FACEBOOK

# MARKETING STRATEGY

- Keep your SEO Strategy Running
- Max out your PPC Campaign
- Max out your Google Local Services
- Implement the 10 Mile Domination Strategy
- Post updates on Social Media & eMail Daily
- Banner Ad At Top of Website Addressing Safety



**HERE TO SERVE YOU**

**[HTTPS://WWW.KITCHENANDBATHMARKETINGSOLUTIONS.COM/](https://www.kitchenandbathmarketingsolutions.com/)**

**Marketing Solutions?**



**kitchen & bath**  
MARKETING SOLUTIONS