



MARKETING Momentum Map

COMMUNICATE NOW FOR A STRONGER TOMORROW



What you do **TODAY** is going to make your business stronger months from now.



Let people know you are still providing services

- Update online listings
- Notify clients of varying hours and virtual meetings availability



Maintain or expand an advertising presence

- Continue with traditional and digital marketing efforts



Get back to basics

- Pick up the phone
- Send personalized text messages
- Pursue and create public relations opportunities



Reach out to clients

- Send care packages
- Send handwritten notes



Examine your current offerings

- Expand to meet customers' and clients' current needs
- Adapt to the marketplace
- Communicate how you're working within current government mandates



Take time to treat yourself as a client – invest in your own business

- Tackle the projects you never seem to have time to do: Update your website content, develop internal processes and procedures, etc.
- Strategize to reach your ideal target audiences



Do direct mail

- Send newsletters and letters to current clients, potential clients and referral sources



Embrace email marketing

- Send e-newsletters and periodic email campaigns to clients, potential clients and referral sources



Build and maintain your social media presence

- Claim your business on social media platforms
- Create a monthly content calendar and regularly post
- Launch social media advertising campaigns



Continue relationship marketing

- Create client touchpoints to strengthen relationships
- Create referral source touchpoints to build your new business pipeline



Consider webinar and podcast outreach

- Share your experience
- Position yourself as a thought leader and expert in your industry
- Position your firm as the go-to for specific services

CIM Marketing Partners performs these services for clients every day... it's what we do! What can we accomplish with you?

Communicate now for a stronger tomorrow.

CIM
MARKETING PARTNERS