



MARKETING IN
THE AGE OF
UNCERTAINTY

GIVE vs. ASK

GIVE

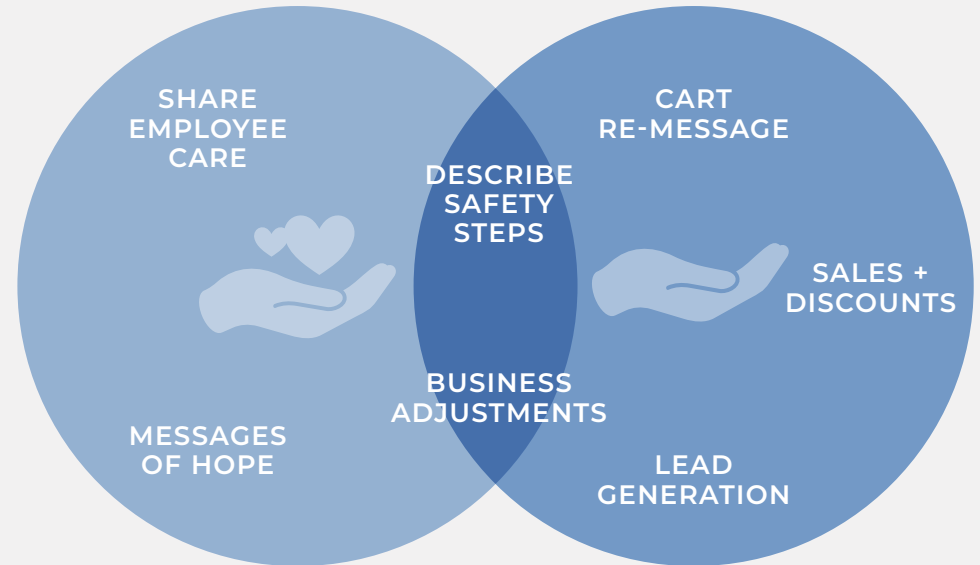
During the Covid-19 pandemic or during any time of crisis, very little (if anything) should be asking for a sale. Not everything is about a call-to-action. Brands that offer relevant information or something entertaining will garner the most interaction. Watch these posts carefully — when your audience comments, respond! Knowing that a brand will join in the conversation, is when a customer feels most connected. Tell your story. Share your grief. Share positivity messaging, and how you are helping people. Tell the world how your business has changed.

ASK

When you're asking, the post includes discounts, re-messaging from the cart, or lead generating calls to action. These are important to your business's success, but should be part of a healthy communication plan, not its entirety. Ideally, these are the posts being boosted or promoted through paid efforts.

GIVE

Content that gives only benefits the consumer. It's meant to entertain or educate, making the consumer better or happier, while steering your brand narrative. Use your organic feed to GIVE to your audience. Boost your post to increase visibility.



ASK

If it has a call-to-action, you are asking your consumer to do something in response to your post. Your ask content belongs in ads, and is targeted to your audience and those like them.

GIVE + ASK

Drive revenue while providing a consumer benefit with this combined post type. It could appear organically or in paid media, depending on the tone and appeal of the content.