

GOOD (CRISIS) CHECK LIST





Ultimate Crisis Communication Checklist

None of us were expecting this sudden turn of events.

The world is basically on lockdown, many of us are stuck at home, and no one knows when it's going to end. The way you address your customers and prospects now will mean more than any other communication you have ever had with them.

Wondering how to build relevant, appropriate communication with prospects and customers? Use these 15 expert strategies and tips to make sure your emails are well-received during this time of crisis.



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"I think it's important for salespeople to make sure they are closely aligned with their marketing team, reach out to prospects with empathy, and study how the pandemic is changing the landscape in industries they work in."

Justin Weyant

WordStream

Before you start writing...

Don't put pen to paper until you complete this part of the checklist:

① **Revise all automated sequences before they go out to make sure they're appropriate in the current situation**

One inappropriate email in the current atmosphere could ruin your brand's reputation. Don't be a victim of the jolly automated sequences you wrote before the pandemic started.

② **Understand your prospects' current needs *right now***

Not last week. Not last month. *Right now*. To do this, talk to current customers and prospects. Find out what's going on in their world before you start writing an email.

③ **Align messaging between marketing and sales**

What message and tone is your brand using to communicate with its customers and its audience? In a crisis situation, it's essential for marketing and sales to be fully aligned in their messaging.

While you write...

Here are some things to keep in mind while writing your crisis emails:

④ **Acknowledge the current crisis and how it affects your audience**

While there's no need to harp on the subject, you also can't pretend that everything is peachy. Now that you understand your audience's current needs, acknowledge how the world has changed for them and the problems they're facing.

⑤ **Be transparent and specific when explaining changes to your business or services**

If you need to communicate changes in your business or service, don't beat around the bush. Be clear, concise, and transparent.

⑥ **Avoid generic well-wishes**

Overused phrases like 'we're here for you' or 'we're in this together' have started to lose their meaning. Try to avoid these generic well-wishes whenever possible.

⑦ **Set a specific purpose for your email**

Your email should always have a point: Don't send a COVID-19 email just because everyone else is. If you don't have something specific and helpful to say, it's best not to add to the cacophony of coronavirus emails in your audience's inbox.

⑧ **Focus on helping rather than selling**

In the current environment, prospects don't appreciate being sold to. Make sure your email focuses on them, their current problems, and real ways you can help them, whether that involves your product or not.

⑨ **Show prospects and customers you are there for them (don't just say it)**

While it's best to avoid generic well-wishes, these can work if they feel authentic. Whenever you tell your customers you're there for them, you need to prove that with actions.

Before you hit send...

Check these steps off your list before hitting send:

⑩ **Adjust your tone and brand voice to fit the situation**

Even brands that have a fun, lighthearted tone have adjusted their voice in light of the circumstances. While not all of your emails have to be somber, it's important to remember that your audience (and the world) is going through a hard time.

⑪ **Double-check your COVID references and make sure any information you included is accurate**

Don't be a part of spreading false information about coronavirus. If you mention details about COVID-19 in your emails, make sure the information comes from reliable sources, such as the WHO or other official sources.

12 Use segmentation to send the right crisis message to the right audience

If your business serves different industries, be careful that the messages you send are appropriate to each individual sector. For example, an email sent to the hospitality industry right now would not be the same as an email sent to the health sector. Use segmentation to make sure your crisis communication is relevant to that audience.

13 Add a simple, straightforward subject line

There is even more noise in your prospects' inbox than there was before. If your subject lines don't clearly communicate why a prospect should open your email, they'll likely be left unread.

After you hit send...

Here are the last steps for your crisis emails:

14 Follow through on your promises to help

If your emails promise help to customers and prospects, this is not the time to back down or postpone such help. When you follow through and go the extra mile for your prospects, they'll remember that even when the crisis is over.

15 Keep following up, but do so empathetically

Prospecting, qualifying, and selling is still a part of life even in this global crisis. Don't be afraid to keep following up with prospects, but remember the circumstances and make sure your tone is empathetic, not impatient.

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To send effective crisis emails to your prospects and customers, it's essential to use the right tools.

Start your [free 14-day trial of Close](#) and send emails with the right context around your prospects and customers.

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