

[EXECUTION PLAN]

# Top 5 Business Strategies During Corona Crisis



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**IDEAN**  
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# Introduction

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In this short and easy-to-implement **Execution Plan**, you will find the Top 5 Business Strategies and checklist to implement them in your business.

This guideline is created incorporating ideas from top management consultancy firms like *Mckinsey, Bain & Company* and other successful companies in the world.

The 5 strategies outlined here are practically and effectively used by global companies like Amazon, Facebook, Airbnb, Uber and local companies like Grameenphone, Daily Star, BRAC and lot more.

Consider this as a guideline you can quickly pick and then improvise as needed.

# EXECUTION CHECKLIST

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## 1. Discount & FREE Offers

- Identify which product or service you can offer as free or with discounted price
- Add viral element in your offer to bring more engagements and new customers
- Provide the offer for limited time only
- Plan for an upsell as soon as the offer ends

## 2. Strategic Collaboration

- Do a quick SWOT analysis to identify your strength, weakness and opportunities now
- Figure out which helpful service you can design with help of other companies
- Determine with whom you want to partner that will help in short & long term
- Build multiple partnerships instead of just one for future benefit

# EXECUTION CHECKLIST

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## 3. Customer Retention with MarTech & Digital Marketing

- Find your most valuable customers
- Segment your customer list & identify need
- Devise one or more relevant offers
- Run special campaigns for limited time
- Target appropriately with customized offers
- Provide unique values and wow experience

## 4. Pivot Your Business

- Identify a major pain point of your customer due to pandemic which you can solve
- Design a solution for them maintaining your core value and competitive advantage
- Build a MVP (Minimum Viable Product)
- Measure key results (e.g. revenue) and learn
- Tweak product or service based on learning
- Scale up or pivot again before scaling up

# EXECUTION CHECKLIST

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## 5. Become a Story Brand

- Make your customer the Hero of the story
- Create meaningful relationship
- Stay Top of Mind with engaging content
- Use Digital Marketing & MarTech to target
- Show how your product can transform their life in this crisis moment
- Inspire and guide them to take actions

### **Just Do It!**

Surviving coronavirus can make the immune systems of your business stronger. Take proactive actions according to the strategies mentioned above and implement the execution checklist to survive and grow.

# ABOUT IDEAN CONSULTING

IDEAN provides conversion focused **MarTech & Business Strategy** consultancy services to all size companies, from tech startups to MNCs to fuel exponential growth.

<http://ideanconsulting.com>

We also provide advanced certification masterclasses, comprehensive training, execution plans and exclusive resources on MarTech, Digital Marketing and Business Strategies to tranform your career and business.

## ABOUT THE AUTHOR



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