

# TOTEM MARKETING

## WHAT CAN WE DO?

COVID-19

**We're here for you in the good & hard times  
to help you & your business leverage  
opportunities in the current climate**



# Who are **we**?

We're **dedicated, compassionate & trustworthy marketers** who believe in the power of effective online communication.

With skills including **digital marketing, online event management, crisis comms & PR, journalism & social media management**, we have you covered.

We have the industry knowledge & online expertise to keep your brand relevant and visible online in this changing world - **from wherever, whenever.**

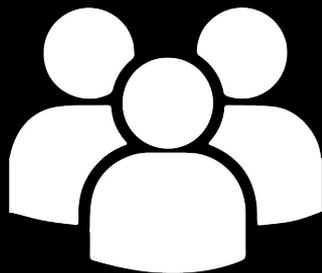
# The Current Climate

1. **More consumers online** than ever before
2. An increased **need for entertainment / information**
3. Opportunities for **online sales and a remote community**
4. A greater **need for trusted reliable brands**
5. Consumer need for **relaxation, escapism and mental stimulation**
6. Need for **calm, clear, & up-to-date communications** from brands

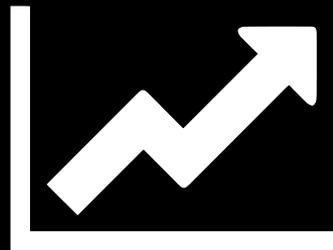
# Opportunities



**21.74M Internet users** in  
Australia, as of Jan 2019



**4.39B**  
**internet**  
**users**  
world -wide  
reported 2018



**Australia's**  
**internet traffic**  
**to rise by 40**  
**per cent,** due to  
COVID-19

# So, how can we **help?**

- 1. CRISIS MANAGEMENT PLANS:** Creating an up-to-date crisis management plan for any upcoming world & economic changes incl key communications & PR strategies.
- 2. BRAND IDENTITY:** Reworking or creating your own unique brand identity to align with the current market & drive sales in an online market.
- 3. ONLINE STRATEGIES:** Identifying key opportunities online and target markets unique to your business.

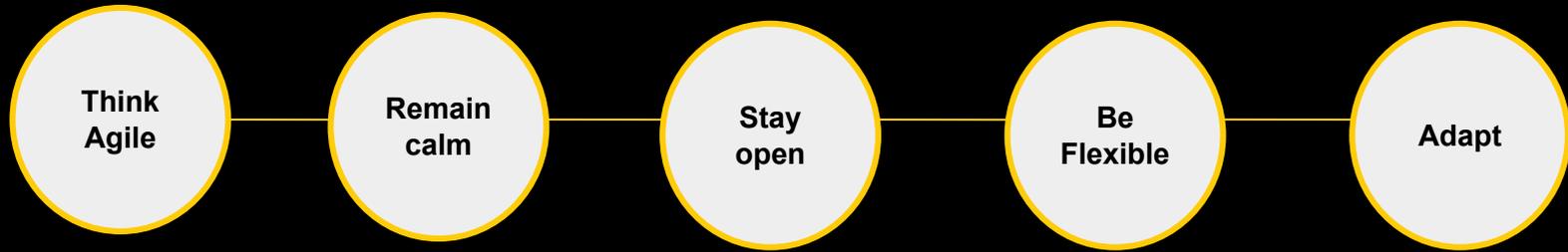
# So, how can we **help?**

- 4. PR & COMMS SUPPORT:** Effective communication is vital, in this new online-world. Now more than ever, brands must ensure they provide clear, calm and trustworthy communications to their consumers. We can handle this for you.
- 5. 24/7 NEWS MONITORING:** Things are changing daily, which impact your business and your customers, therefore being up-to-date with the news is paramount right now. We can do this for you. As soon as something happens, you'll know about it, with our immediate email updates and news monitoring.
- 6. DIGITAL EVENTS:** Can't have your event in person? With most of the world online right now, why not deliver it digitally? We can help you make this happen.

# So, how can we **help?**

- 7. COMPELLING ONLINE CONTENT:** In this ever-changing world people are consuming more content than ever before. With most people at home, now is the time to deliver compelling content that aims to entertain, educate, relax and provide escapism in these difficult times. *(e.g videos, live streaming, thought-leadership articles, online forums, online events, social media, blogs etc.)*
- 8. ONLINE MANAGEMENT:** In this new 'online-world', your business will need more online management than ever before. E.g do you have a 'live-chat' function, are you regularly posting to social media? Have you created a loyal online community? We can handle this for you.
- 9. SURVIVING ECONOMIC DOWNTURN:** Online marketing is vital right now, with physical premises closed. To survive this current economic climate, online comms and sales will be vital. Let us help.

# What must you do to **survive**?



We can help...

# Tell us your concerns & let us help

We know this is a difficult time for all businesses and given it's impossible for us to know your exact concerns, let us know & we'll help.

**Let us find the solutions to your current problems & help you through this uncertain time.**





Get in touch

We're here  
anytime,  
anywhere

# Thank you

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