

Remote Marketing Checklist

This checklist is intended as a guide when marketing needs shift from in-person to virtual. Not all elements are applicable but should be considered in tactical ideation. Data might be the most important element, as your tactics will require targeting precision. Work with event organizers to receive attendee lists.

Technology

- How are you handling internal staff communication?
- Do you have webinar software?
- What interactive software programs are you familiar with?
- Can you integrate personalization software?
- Do you have omnichannel measurement systems in place?

Data

- Can you change the contract to receive the attendee list from event organizer?
- How do you obtain sponsor and vendor list (from the website)?

Tactics

- Update your email nurture (messaging, timing, and graphics).
- Develop air cover advertising to bring awareness to your business.
- Explore LinkedIn InMail to mix up your communication sources.
- Adjust all messaging to solution and timeliness and away from ROI.
- Get personal with direct mail and current clients.

Sales Enablement

- Understand changes to business strategies.
- Re-evaluate the current positioning and messaging.
- Create new sales-centric content or modify existing content per new positioning.
- Comprehend sales' new game plans.
- Provide air cover to sales via account-based marketing.