

PR

Pauliina Rasi Communications

THE COMMS CURE TO COVID-19

Crisis Communication Blueprint
for Small Businesses

Part 2





3 TIPS TO REMEMBER WHEN COMMUNICATING NEGATIVE NEWS

This tip sheet for the second part of the Content Series “The Comms Cure to Covid-19” shows you how to turn the crisis into a win-win situation for you and your clients.



BE PROACTIVE

Maintaining regular communication with your clients and followers will help you anticipate and manage a lot of questions that people ask. This will also free up your customer care team’s time to address other matters.



BE CLEAR

Be very clear and honest of what’s happened to your business, and what your plans are, once you are completely sure. The clearer you are the more likely they’ll return.



SOFTEN THE BLOW

Present options to make the situation better, such as refunds, another product, extended subscription and so on, and make it easy for them. Use your creativity to offer choices and solutions.

WHO AM I TO TELL YOU THIS?



My name is Pauliina, with 2 “I”s as my blog name emphasizes.

I’ve been working as a journalist, copywriter, and communications consultant for small businesses for more than 15 years now.

During those years I've guided many small and medium businesses through successes and crises, and today I want to share my best tips and strategies with you.