



Your Coronavirus communications checklist

Data

1

Check that you can segment your data so that you can tailor different messages to your key audiences

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

2

Check that you have the 'known by name' for each person on your database

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

3

Check that you have an up-to-date email address for each person on your database

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

Newsletters

1

If you don't currently send newsletters, consider starting them now as a way of communicating with clients, prospects and professional connections during the pandemic

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

2

If you already produce newsletters, consider increasing the frequency that you send them during the pandemic

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

Ad hoc communications

1

Agree under what circumstances you will send ad hoc communications

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

2

Develop text which you can send in agreed circumstances so it's ready to go without delay when needed

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

1

Business continuity communications

Email/write to clients, prospects and professional connections to inform them of your plans

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

2

Update your website with a blog and pop-up

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

3

Update your Google My business listing

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

4

Update your email signatures to include information about the plans you are making and a link to the blog

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

5

Write and post social media messages explaining your plans

Done	<input type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

6

Set aside time in your diary to send/make "I was thinking of you" messages/calls

Done



To do



Not for us



Video conferencing

1

Decide which video conferencing platform you will use

Done



To do



Not for us



2

Arrange training on the conferencing platform as necessary

Done



To do



Not for us



3

Buy and test equipment as necessary for each member of your team

Done



To do



Not for us



4

Hold dummy meetings to check the system and your set-up

Done



To do



Not for us



5

Amend your client meeting confirmation process to reflect that meetings will now take place on a video call

Done



To do



Not for us



Measuring engagement

1

Decide which are the key metrics you will measure

Done



To do



Not for us



2

Develop a method for recording and reviewing your data

Done



To do



Not for us



3

Amend your communications as necessary based on the available data

Done



To do



Not for us



4

Develop a survey to measure client satisfaction with your video calls

Done



To do



Not for us



5

Develop a survey to understand your client's communication requirements and assess satisfaction levels with your current communications

Done



To do



Not for us



☎ 0115 8965 300
✉ hi@theyardstickagency.co.uk
🌐 www.theyardstickagency.co.uk

📍 The Yardstick Agency,
3rd Floor,
3-7 Middle Pavement
Nottingham, NG1 7DX



YARDSTICK