

Creating Content Marketing During a Crisis

When distributors learn more, your business earns more.

Now more than ever, **promo products distributors are hungry for industry information**. We've seen a large increase in the amount of ASI® distributors reading our editorial content, and we think **properly crafted content marketing** would have the same effect. Our research shows distributors are still closing sales, and you can help with their efforts.

Here are some tips for navigating content marketing during this pandemic:

- The three most popular forms of content are educational (topics like what markets are a good fit for your products or how distributors can sell them), comparison (a “good, better, best” theme can work during times when budgets are a challenge) and informational (tips on working from home or how to support local businesses).
- Don't stop communicating. If you want distributors to think of you as a trusted source of information, especially during a crisis, you need to stay in touch with them and offer thoughtful, informative and educational pieces that will help set them up for success. It's not the time for a sales pitch or to capitalize on this crisis.
- Tell, don't sell. Content marketing is educational in nature anyway, and your brand and products should be woven into a narrative that ultimately helps distributors do their jobs. Now it's time to take it a step further and present solutions relevant to coronavirus-related issues and address current business pain points.
- Develop new content topics. Your pre-pandemic content topics might get lost in the shuffle of information because your audience isn't looking for things like that right now. Unless you can make a direct and useful connection to the crisis, avoid distribution of this content.
- Explore new methods. Instead of blocks of text, consider a top 10 list, listicle, interactive quiz about your topic or an infographic with relevant stats. Think outside the box.
- Get ready for the post-pandemic world. Your budget may be limited right now, but there's no reason to completely stop your efforts for the future. Think about what issues customers may have after this and how you can help.



Listen to your customers and realize that many are probably experiencing the same pain points. Think about how you can create content that helps them get through this time.

By exuding confidence and stability during tough times, your brand will be better positioned to reap the rewards in the long run. To learn more about our content marketing options, visit [ASl advertising.com](https://www.asiadvertising.com).