

## **How to keep your business thriving during the Coronavirus pandemic**

**Email marketing strategy experts and an environmentally-driven email marketing agency from California, CodeCrew is offering tips on how to drive ROI during the CoVid-19 pandemic through strategic implementation, intensive testing, and best-in-class designs.**

**Business owners around the globe are struggling to adapt, prepare and adjust for the biggest health and economic crisis the world has seen in possibly over 100 years. Your business needs to adapt - here's how:**

### **CHANGE YOUR APPROACH - DIFFERENT POSITIONING IS ADAMANT.**

With public concerns being high in each brand's mind, and with everybody being terrified not to alienate customers by staying open, you need to be honest with yourself and position your brand correctly.

“Positioning is key. Where there's positivity, there's opportunity.” - Alexandra Marin, Co-founder - CodeCrew

### **BE MORE PRESENT NOW THAN EVER!**

Now more than ever since they have some extra time on their hands, people are trying to find new and ingenious ways to fight boredom, the stress of our times. Be out there. Engage your following, grow your following, rally your following!

### **LOOK FOR ALTERNATIVE STRATEGIC SOLUTIONS!**

Our long-term CodeCrew client, **FinalStraw**, was getting ready to launch a new travel product this year when the crisis struck. They pivoted fast and started work on another revolutionary product, one which saw overnight Kickstarter success, the **FinalWipe**.

*“As the world changed around us the team sought to move forward with an innovative solution that was relevant and create FinalWipe, an item that we believed would make lives better.”*, Emma Rose Cohen . Final.CO.

## **GIFT CARDS FOR ALL!**

“Birthdays, anniversaries, and holidays still exist, pandemic or not. Gain cash flows during this down time and keep your customers happily engaged. Gift cards are the perfect way to keep profits coming in, while still being able to serve your customers once the pandemic is over.” - Alexandra Marin, Co-founder - CodeCrew

## **LOYALTY EMAIL PROGRAM**

“If you don’t have a loyalty program, I can’t think of a better time to develop one. There are at least 50 - if not more - different things you can do to build a loyalty program. Reach out to us for brainstorming ideas!” - Alexandra Marin, Co-founder - CodeCrew

### About CodeCrew

Based in Oakland California, CodeCrew is a full-service email marketing agency that provides strategy, design, content and implementation. From workflows and triggers based on client lifecycle management to advanced segmentation and reporting, CodeCrew guarantees an increased ROI for clients within the contract. 1% For The Planet partners and genuinely kind human beings, they’re welcoming you on their website, [CodeCrew.us](https://CodeCrew.us)