

Marketing Material – Website Copy for a Cleaning Services Company

“What makes a house or apartment feel like home? What makes a hotel relaxing on vacation? At [Company], we believe that a clean environment is the most inviting one. That's why we're dedicated to bringing you, your tenants, or your guests custom-tailored cleaning solutions for all sorts of residential properties.”

“Maintaining a tidy office is not only respectful to your staff and customers – it also contributes to positive morale and productivity! We offer daily, weekly, and monthly appointments for offices of any size.”

“A squeaky-clean storefront can influence a customer to return to your establishment. We are committed to helping you make a great first impression!”

“Your property has finished construction and you're excited to move forward, but the mess left behind can feel like a massive roadblock. Fear not - we come equipped to handle even the toughest messes.”

“When parents send their children to school or daycare, they deserve to feel confident in the safety and cleanliness of these facilities. [Company] is proud to offer janitorial services that prioritize sanitization and ensure a healthy environment for kids to learn and grow.”

“Cafeterias and restrooms should be held to the highest standard of cleanliness, and we are sure to deliver. We work hard to establish that germs have no place in these shared spaces.”

“Need that security deposit back? Can't be sure you got all the nooks and crannies, or simply don't have the time to do it yourself? Moving is already stressful, so let us handle this part!”

“A helping hand can bring you and your guests the ultimate peace of mind regarding cleanliness. Our maids are committed to creating an orderly, hygienic, and welcoming space.”

Social Media Material – Marketing Agency

“From websites to branding and everything in-between, [Agency] is committed to providing you modern solutions that won't become obsolete overnight. The world of marketing is changing faster than ever before – we'll keep you ahead of the curve.”

“In our current digital landscape, eCommerce is a lifeline for existing businesses and a viable path to success for new ones. We can help you better compete in today's market with the eCommerce tools you need.”

“#MarketingMonday tip: Showing is more powerful than telling. Photos and videos of your organization or products will engage your audience in ways that text simply can't.”

“As your Dynamic Success Agency, we'll be your guide, coach, and partner through all stages of development and beyond - it's what we do, and we take pride in doing it.”

“Tactile promotion leaves a lasting impression. We can design custom booklets, flyers, handouts and more - or bring your existing designs to us to print!”

“#MarketingMonday tip: Market research isn't just about identifying competitors - identify potential collaborators as well! Cultivating a community benefits businesses and customers alike.”

Social Media Material – Crisis Management for an International Student Department at a University

“[Department] has been closely following the news about the future of DACA, and what this means for members of our student body. As a Sanctuary Campus, we are here to ensure your safety and protect your opportunity to receive an education at [University]. If you have any questions or wish to share your concerns with us, please stop in [Building] at any time during regular business hours. A Peer Advisor or staff member will be available to speak with you and provide support where it is needed. We also encourage our Resident students and staff to educate themselves on the matter at hand.”

Blog Article – Car Dealership Lead Generation Platform

910 words. Written in March 2020, the beginning of the COVID-19 Pandemic

How is COVID-19 Impacting the Automotive World?

COVID-19, also referred to as the novel coronavirus, has disrupted our way of life across the globe. While the effects of social distancing and self-isolation ripple through our communities and businesses, the automotive industry is inevitably feeling the sting as well. From manufacturers and dealerships to mechanics, salespeople and more, here are some of the ways the industry is handling COVID-19.

Manufacturers

Several auto manufacturers are planning to halt production or have done so already, including Volkswagen, Fiat Chrysler, and Ford. NYT reports that these closures are primarily happening at European factories, such as Ford and Volkswagen's respective plants in Spain. The European auto sector, according to CNN, employs (directly or indirectly) up to 14 million workers – as other manufacturers begin to follow suit, like Renault already has, most of these jobs will be effectively put on hold. While some of these halts were intended as proactive measures to stop the spread of the virus, Ford's Valencia plant already had confirmed "three positive cases ... in a 24-hour period" before the shutdown was issued. Two of those cases, thankfully, involved workers who had self-isolated and "had not entered the assembly operations."

Social distancing isn't the only reason some manufacturers are pausing. At the Volkswagen factory in Wolfsburg, Germany, a lack of parts means many SUVs cannot be completed in time, ultimately leading to a temporary suspension of production. Volkswagen's plant in Lisbon also had a shortage of workers that led to closed doors for the time being. Mandatory nationwide shutdowns in Slovakia and other countries have forced some manufacturers to cease activity. In Italy, the country with currently the second highest number of confirmed cases (per the CDC), some factories are being allowed to continue operations with heightened sanitation and quarantine measures in place.

Dealerships and Salespeople

Several states in the US have ordered all non-essential businesses to close for at least two weeks, but there is debate as to whether car dealerships fall into that category. The Pennsylvania Automotive Association (PAA) claims "ultimately, this is a business decision for each dealership" and has provided a website with health and safety information for the dealerships that choose to operate despite Pennsylvania governor Tom Wolf's statewide closure orders.

Many dealerships have pivoted to an alternative structure for selling cars, offering test-drives, and performing maintenance – "concierge" services. Bringing vehicles and paperwork to your home or servicing your vehicle in your own driveway are some of the options that dealerships are now offering to retain and acquire customers amidst the pandemic, while also keeping their sales team and mechanics working. This method of providing services is not new, and some dealerships have been offering it for several years, but the need to self-isolate has encouraged even smaller dealerships to try it out.

Naturally, the safety of test drives during this time has been a topic of discussion, especially with the CDC's recommendation of keeping a distance of six feet between people, but not all dealerships participating in a concierge program are offering them.

Mechanics

The world may feel like it's at a standstill, but yes – your car can still break down, and someone will be there to fix it. The services of mechanics are even more essential than that of dealerships or car salespeople, and thus many mechanics are facing limited options when it comes to time off work for social distancing or self-isolation. Small auto repair shops are being hit the hardest, with many businesses struggling to accommodate for employee absences, especially when many employees are underinsured or uninsured. Larger chains, such as Firestone, have released statements on how they plan to address customer safety and employee absences at their nationwide locations, yet do not clarify whether employees that are sent home to self-quarantine are paid during their time off the job. The lack of a solution for employees forced to miss work without pay only risks the exacerbation of COVID-19's issues; employees coming into work sick because they need the money means exposing coworkers and customers to the virus, inevitably increasing its spread through local communities and cities.

Gas Stations and Gas Prices

Gas stations have been deemed essential businesses in many states and countries that have issued lockdowns; other essential personnel rely on gas to get them to where they need to be. However, many gas station owners and attendants are feeling the same pinch that mechanics are, with limited or no protections for employees who need to take off work to self-isolate or quarantine. But another issue is reinforcing the problem: gas prices. Between the lessening of demand as weekly commuters work from home, and the stock market's turbulence tanking the price of crude oil, NPR reports that in some locations across the US, gas has been reported as low as \$1.80 to \$2 per gallon. Though COVID-19 has impacted the general demand for gas, people are still venturing out of self-isolation to fill up their vehicles – meaning that in most cities, station attendants can't catch a break during this time.

With there being a lack of understanding about when business can return to normal across the nation and the globe, the best thing to do if you must patron an auto repair shop or dealership in the coming days is to engage in safe and sanitary practices to the best of your ability – and say an extra “thanks” to the factory worker, car salesman, mechanic, or gas station attendant in your life.

Sources

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