
Executive Republic

Webinar Series - Episode 2 Business Leaders Republic Talks to Melissa J Scott from Divine Creative Agency discussing how businesses are connecting and reinventing themselves in the current environment.

How do I as a business owner, consultant or an individual plan to adjust, adapt and progress in the current climate. What is going to help me as a business owner or someone in a role that is responsible for keeping the business afloat and how where do they turn if they have taken a heavy hit from recent downturns in the market?

TOPICS COVERED in this Episode

- Re-invention and innovation
- Connection in an online world
- What do you do if you've been told that your business is no longer 'essential'?
- How important is it to have a marketing strategy right now?
- Some businesses have expressed that they feel weird marketing right now, like it's disrespectful to people going through a lot...
- Can you give some examples where businesses have reinvented themselves or pivoted?
- What can businesses do if they haven't been active on social media
- What are the best social media platforms to be on now and how do you build connection when you're used to being face to face?
- How important is email marketing and having a database?
- What sort of influence on marketing over the next few months of isolation will video's have

And so much more.....