



# CRISIS MEDIA MANAGEMENT GUIDEBOOK

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## Considerations

- Risk Assessment
- Communication Guidelines
- Emergency Communications Kit
- Key Audience Checklist
- Crisis Call Form
- Law Firm Fact Sheet
- Crisis Statements, Calendar and Channels
- Protocols and Policy
- Spokesperson Presentation Training and Guidelines
- Possible Crisis Categories
- Templates, Strategies and Plans
- Exercises and Follow-Up Activities

## BE RESPONSIVE

How is my **law firm** operating in this current situation?  
What remains the same & what is different?

What types of questions are **clients** asking most often?

How is my local **community** area responding?

How is remote work impacting our **availability**?

How are you helping your **clients** anticipate what is ahead?

Can you summarize how your firm is helping your clients and communities during COVID-19?

## Universal Guideposts

- Know your **values**, and continue to communicate them across channels
- **Identify** and **prioritize** your audience based on situation at hand
- Use the same **communication channels** that were being leveraged before crisis
- **Consider** how your communications will age, update across channels as operations and general landscape shift
- Link to source materials, be an **educational resource** when making statements
- Stay in your **swim lane**, speak to firm updates, avoid speaking to medical specifics of COVID19

## 10 Things We've Learned So Far

1. **Video consumption is growing day-to-day.** Streaming CTV/OTT, linear and DVR recordings are seeing daily increases
2. **Live streaming is gaining more popularity.**
3. **Social media use has skyrocketed.** As consumers are spending more time at home, social platforms are seeing increases in usage. Note: COVID-19 was mentioned 11M times across social platforms on March 11<sup>th</sup> alone.
4. **Digital news is taking over.** Trusted news sites, largely local sites, are seeing site visitation increases of 60% or more.
5. **Time on news sites is increasing.** comScore has reported that in addition to increased news site visitation, time spent on the news sites has increased by 46% from this time last year.
6. **TV ad placements are slowing.** Many brands are pulling their linear ads to avoid associating messages with negative news.
7. **Live events are going digital.** To keep consumers engaged to provide
8. **The legal industry is seeing some minor shifts on the SERP, with modest (under 5%) shifts to search volumes and conversion rates.** Luckily this is offset by a similar decline in the cost per click – keeping search conversions and CPAs steady.
9. **We are seeing more conversions come through phone calls over site submissions – with over 30% of calls left unanswered.** If COVID-19 is impacting your firm's operations or hours, be sure to: Update your campaigns dayparting to reflect your current hours. Make sure your website, call-only ads, and call extensions reflect the best number to reach your team at. Track your calls from PPC using keyword level tracking.
10. **Ensure that your Google My Business account is up to date to reflect your firm's current operations.** Create a post to ensure prospective searchers that your firm is still active during this crisis.

# COVID-19 is changing media consumption, Now What?

Firms can make informed, cost effective, and data driven marketing decisions.

**Teams must adapt.**

Take  
Advantage of  
Lower Digital Ad

- There has been a dramatic decline in CPM
- Data indicates a 40%-60% reduction in CPM across Social & Display
- Google Ads CPC average has decreased, variability across keywords

- Firm's whose practice areas will be in higher demand can achieve tremendous reach connecting impacted individuals to legal support
- Overall, media costs have reduced - more can be achieved without increasing cost
- Creative content should be centered around support for clients and communities

Use Google  
Trends as a  
Leading

- Google Trends data remains a reliable predictor of consumer demand
- Firms are able to chart geo-specific behaviors to predict declines & bounce-backs
- This consumer technology can be applied to practice area trends

- Search your firm & related category terms over the past 13 months + note the trends year over year as well as during the past 4-6 weeks
- Apply the discovered variation in predicted volumes to your original April & May ad budget
- Project total impressions by keyword & compare to google-trends predicted volume in order to continually refine for the upcoming week

Track Data now to  
Effectively Relaunch  
Your Firm's Marketing  
Plan Later

- Leverage data to adapt- plan to prepare for the post-pandemic marketplace
- Broaden insights about potential leads through your media vendor
- Audience insights will inform shifts in media channels, and creative content going into the third quarter
- Get Firm assets in order by asking a few questions: How are our website & social assets performing? How can we reduce bounce rates + boost conversion rates by making informed improvements?

# Appendix

## Term Definitions

- **Impressions:** The number of times your ads were on screen.
- **Reach:** The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people. This metric is estimated.
- **Clicks (All):** The number of clicks on your ads.
- **CPM:** The average cost for 1,000 impressions.
- **Post Engagement:** The total number of actions that people take involving your ads.
- **Frequency:** The average number of times each person saw your ad. This metric is estimated.
- **Cost Per Click (CPC)** The average cost for each link click.
- **Click Through Rate (CTR):** The percentage of times people saw your ad and performed a click (all)

## Overview of Paid Digital Channels

**Paid Search:** Paid search ads serve contextually based on search terms entered by users. With Paid Search we can serve relevant ads to consumers searching for terms like “Composite Decking” and serve a relevant consumer notification ad. Reach is limited to the number of users searching specific keywords.

**Social Media:** Social Media Channels are a great audience reach extension tool. Facebook + Instagram have some of the most sophisticated and accurate audience targeting capabilities available.

**Programmatic Digital Display:** Using programmatic display advertising, we have the ability to target users with curated custom site lists based on the affinities of users, as well as the ability to serve ads on contextually relevant sites.

**Online Radio (OLR):** Online Video now has comparable reach to traditional television, leveraging Google's audience targeting capabilities to serve ads on contextually relevant videos and channels is a must in today's competitive landscape.

**Online Video (OLV):** Online Radio on channels like Pandora and Spotify are excellent channels to supplement a media campaign's reach, particularly on mobile. Pandora alone reaches 78MM users monthly, representing 25% of the US population.

**Search Engine Optimization (SEO):** While paid ads can be a valuable tool in your digital marketing tool best, SEO is a must when laying the foundation for your website strategy. From local to national campaigns, we can help unlock the power of Google