

# THE 4 PHASES OF COVID-19 COMMUNICATIONS FOR TECH STARTUPS

Based on our detailed [tracking](#) of the tech news media over the past three months, Swyft now believes that there are four discrete phases of a COVID-19 communications strategy. We are now sharing a quick synopsis of the four phases as you seek to develop your startup's successful COVID-19 communications strategy.

**Every** tech startup in the U.S found itself confronted with how to manage their reputation in the face of COVID-19. The smart ones already had a crisis communication's plan in place to ensure the right information was captured and communicated to key stakeholders as often as possible. Many, however, were caught off guard.

Startups must continue to be ready (e.g., holding statements, templated press releases, crisis management team meetings) to address topics ranging from business losses and work-from-home changes to employee virus infections and supply chain interruptions.

## Phase 1: Reputation



## Phase 2: Revise



**Swyft's** [research](#) on the tech news industry's coverage of COVID-19 proves that the most popular tech news outlets are, in fact, still writing about technology companies with respect to the virus.

During this stage, many startups formed teams to quickly decide on what company-wide initiatives were still viable, how much to trim from budgets in the short term, how to implement a WFH strategy, and many other urgent operational items. From a communications perspective, decisions had to be made about how campaigns would be impacted by changes ranging from product launch delays to canceled trade shows.

**Tech** startups now have to do more with less. Questions that come to mind may include: What is the new budget and product strategy moving forward? How do you accomplish the change in strategy given your new level of resources? What tools are performing the best when it comes to addressing your marketing and communications needs in a WFH world?

Decisions must be made regarding what constitutes your best shot at not only winning news media coverage but also managing to highlight your innovations, accomplishments and business goals. Video interviews are now the norm. That means executive spokespersons have to be trained for remote interviews, familiar with professional posture and attire, and able to stay on message in rooms with good acoustics.

## Phase 3: Rebuild



## Phase 4: Rebound



**There** has been a lot of talk about a potential post-pandemic rebound but the future is still not clear. It's Swyft's belief that your PR activities should be nearly as robust as they were before COVID-19. The media is already devoting more and more ink to traditional tech news announcements. Your ability to fill that void with your stories will position your company top-of-mind among buyers, influencers and future investors.

Bottom-line, your startup's ability to rebound will correlate closely with its ability to quickly align with evolving marketing objectives. Only then will you start growing brand awareness and boosting demand for your products in a post COVID-19 world.