

# Navigating the road ahead: A guide to help businesses adapt marketing strategies in wake of COVID-19

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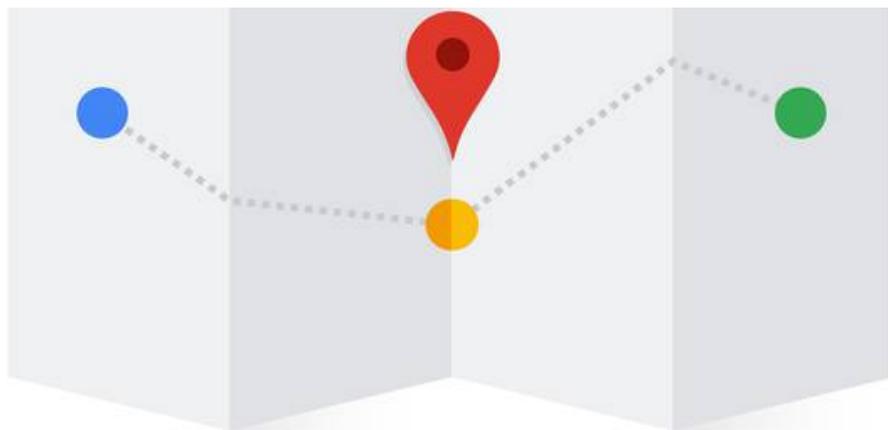
**C** COVID-19 has changed life as we know it — and as we do everything we can to keep each other safe, our routines have fundamentally shifted. At Google, we've seen businesses around the globe, including our own, adapt to these new realities. The timeline of economic recovery remains fluid, but there are things you can do today to act with more certainty.

The intention of this guide is to help you prioritize what to do next and take action. That includes ways to utilize the latest consumer and industry insights, how to evaluate the situation facing your business, and next steps to shift your digital marketing strategies to meet customer needs.

The nature of this crisis requires us to go beyond business as usual. For marketers, it can be a chance to try new strategies, think outside of the box, and reinvent the way we connect with audiences. And when we get through this, the innovative and compassionate approaches we put in place have the potential to bring us closer with our customers and communities.

See our guide for tips on how to prepare for what's next.

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