



# MELISSA HARRISON

MARKETING CONSULTANT  
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Melissa Harrison is CEO and founder of Allée Creative, a strategic content marketing agency in the Twin Cities. She brings two decades of experience in marketing strategy, content management, writing, design and business development to the Allée Creative team, and works with a global book of clients to execute successful marketing strategies.

Her accolades include being named a Top 100 Content Marketer (Express Writers and Content Marketing Institute), a Top Young Entrepreneur (Minnesota Business Magazine) and a Mover & Shaker (Star Tribune). She is a four-time recipient of the Hermes Creative Award and an international speaker on content marketing, business strategy and entrepreneurship. She was named one of 100 women to watch in the U.S. as part of The Inspirational Woman Project and is a Small Business Administration Emerging Leader.

## BEST PRACTICES FOR DIGITAL MEDIA IN TIMES OF CRISIS

Continuing to post content without recognizing the change in the world (and the challenges your customers are facing) can be viewed as insensitive. During a crisis, your customers are looking for your brand to provide:

- Entertainment and creativity
- Connection and comfort
- Authentic positivity

Brands that take a stand win out. Customers want brands that are not afraid to address, respond to and be a part of social justice/impact and create cause-based content to show real values and empathy. Your digital channels need to reflect this. Listen harder. Engage more. Don't ignore the obvious. It's always about your customers.

