

BACK 2 BUSINESS CHECKLIST

MARKETING: Worksheet #1

Marketing

Consumer behavior has changed, and it's not likely to go back to its pre-pandemic state. While that may sound scary, there is good news here. During the last several years, we saw consumers shift their research of products and pricing online while still continuing to buy in-store for most of the categories we serve. Now, though, we have seen a shift to universally embrace e-commerce across all age groups. Best of all, despite millions of Americans being furloughed or unemployed, consumers are still shopping and purchasing. And, they are still shopping with you – local businesses.

5 Tips for Marketing Right Now:

- 1. Customer Testimonials:** The feedback that your customers provide in the form of testimonials is your richest, most compelling ad copy.
 - Ask every customer for their feedback, starting today. This can be done in many ways, but among the most effective are emailing or using Webfronts Review to request input from everyone who has purchased from you within the last 45 days.
 - Create Facebook or Instagram posts and ads with the feedback. You can also use testimonials in multi-image ads to reach look-alike customers.
- 2. See the quarantine trends and use them:** Have you seen the trend of friends and family quarantine baking? Friends are trading yeast and flour. Have some fun and drive a following to social media and your website.
 - Create a social media series with baking tips. Film it in-store (you don't need high production for social) at one of your displays or live kitchens. Consider shooting these spots with an array of products (built-in, slide-in, etc.) to show the selection of products you offer.
 - Air this segment at the same day and time each week. Use it to build additional social media followers. Share the recipes on social media with links to your website.
- 3. Put Your Brand FIRST:** Utilizing co-op dollars to help broaden your marketing budget and reach is very effective. There are several ways to do this that still allow you to keep your brand first, and right now, for the livelihood of your business, your brand needs to lead.
 - Tell your story. Remind the community how long you've been there and how you are serving your neighbors and families during COVID-19. Reiterate again that you're nimble, offer flexible ways to shop and have financing options to help make the items they need today affordable.
 - PrimeMedia has created a custom spot that helps you tell this story and will include a brand highlight so that you can claim co-op for funds. The storyline has been pre-approved by Whirlpool and GE, and these spots can be used in multiple ways – pre-roll video, Facebook, OTT (streaming video) and broadcast.
- 4. Embrace your new web and marketing practices:** These practices won't go away and will be expected by the new consumer post-pandemic.
 - Continue to train your team around best practices for chat. Implement a full e-commerce strategy that includes product pricing and enabled carts (meaning a customer should be able to add the product to their cart and add their payment information to check out).
 - Your marketing message will likely never return to just "Call or Visit the Store." Embrace the changes and strive to offer customers flexible ways to shop and transact. That will be the key to winning post-pandemic.
- 5. Message Shop Local and Shop Safe:** Everyone is looking for ways to support small local businesses and neighbors. Here are some ways to promote "Shop Local" and "Safe to Shop" messaging in the coming months.
 - As you plan for Memorial Day and July 4th ads, continue to promote product savings but change your call to action to focus on shopping local and showcasing the multiple ways customers can buy from you (chat, call, by appointment, etc.).
 - Consider posting window clings or a banner stand in your front entrance that defines how you're keeping your team members and customers safe. Place floor clings or spacing tape in your showroom to help visual social distancing practices. Don't forget to share it on social media as well.

