

BACK 2 BUSINESS CHECKLIST

MESSAGING: Worksheet #1

Announce Reopening and Purchase Options

Even as orders related to non-essential business closures are lifted, not all businesses are reopening and not all are following the same path back to business. As such, it's important to make sure consumers know that you're open and know all the options at their disposal regarding purchase paths.

Consider both WHAT you say and HOW to say it:

Consider a message that shares any modifications to your reopened business that differ from pre-COVID norms. These could include:

- Modified operating hours.
- Special hours for at-risk shoppers.

Consider the tone of your message. Experts suggest that marketing campaigns that celebrate family togetherness will resonate. Remember that consumers just spent weeks or months sheltering in place and have become more digitally adept, so don't hesitate to tie your digital shopping experience into your messaging.

Consider both safety and savings. Messaging in the Independent channel has often leaned into savings and value stories, and these will likely resonate with the millions of consumers who are financially pressured as a result of COVID. However, safety has never been more important, so consider including what your company is doing to keep team members and customers safe and healthy. A balanced mix of these messages shows good potential for consumer appeal.

Consider highlighting multiple ways to shop with your company. Consumer behavior post-COVID will likely land in an array of avenues. Some shoppers will be ready to get out of the house and happy to visit your store, while others may avoid being in public or visiting retail spaces and will instead look to continue shopping online. Letting customers know the varied ways in which you can serve them will help you appeal to the largest number possible. Consider sharing your offerings, which could include:

- Buy online
- Buy in-store
- Buy over the phone
- Buy over video chat with expert assistance
- Pickup products curbside
- Dropoff delivery service
- Inside delivery and installation with minimal contact

Remember to share the benefits of shopping with your company. The message of "Shop Small, Shop Safe" resonated well with consumers during the onset and extended spread of the pandemic. The shopper benefits of shopping with Independent dealers (service, value, savings) are all good considerations for your messaging as you reopen.

