



Marketing to Build Credibility and Consumer Confidence



● It's time to tell your story ●





- **Focus on the customer mindset and customer experience**

Emphasize Serving,
Not Selling

■ Marketing Communications Goals

- Build business
- Increase awareness
- Position brand with relevance in a new environment
- Convey credibility and confidence
- Support your customers, community and employee morale

■ What is my customer's new mindset – how do I adapt?

- Expanded time on social media and digital platforms
- Shopping habits
- Focus on meals, prepared food, eating in
- In-home recreation
- Exercising social distancing and caution
- May be grieving
- Hungry for personal connections

■ How do we address these customer changes and concerns?

- Revisit your customers' experience
- Help overcome isolation mindset
- Approach communications with empathy, authenticity and immediacy
- Build Connections
 - Customer connections
 - Community connections
 - Internal connections



■ Customer Connections

- Signage
- Website update and Online Search
- Social media
- TV, radio, ad or web advertising
- In-store and front-desk personnel
- Cleaned For COVID[®] badge
- RestoreChesterCounty.org



■ Customer Connections

- Individualized contact
- Newsletter
- Webinar
- Digital interaction (Zoom, SKYPE, etc.)
- Telephone and messaging
- Feedback

■ Customer Connections - Social Media Refresh

- Update banners, about, hours of operation
- Review photo content
- Update follows
- Messaging
- Ads and boosts
- Update LinkedIn
- Revisit hashtags
- Encourage sharing, posts
- Tag, Tag, Tag
- Video Snippets – in house
- Give them what they like
- Editorial calendar
- Should you take a stance?

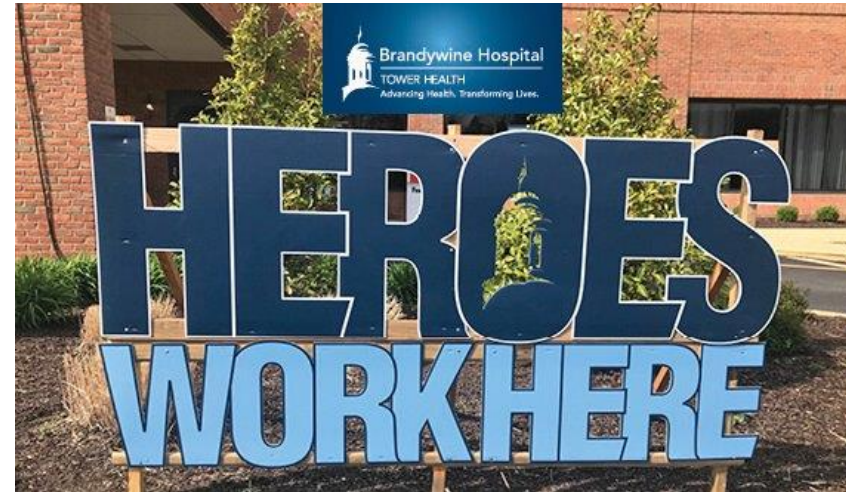
■ Customer Connections – Media Relations

- Announce innovative pivot
- Breakthrough technology
- Merger
- Engaging promotion
- Personnel changes
- Award or honor
- Significant community outreach
- Bylines
- Review editorial calendars



■ Community Connections

- Set the tone inside and out
- Support those in need
- Collaborate
 - Cross promotion
 - Connect with your Chamber
 - Trade association
- Share on social and e-blasts



■ Internal and Individual Connections

- Communicate consistently
 - Convey change, support, security, confidence
- Expectations: flexibility and understanding
- Weekly virtual lunch & learn with staff
- Boost proficiencies
- Show appreciation

Restoring our business vitality

As we work to overcome reopening hurdles, it's now our challenge as a business community to **reframe our marketing strategies** and **support the new customer mindset** so we are ready to welcome customers back safely and confidently.



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