



# Restarting Business in a COVID-19 World

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CEO, Event Garde

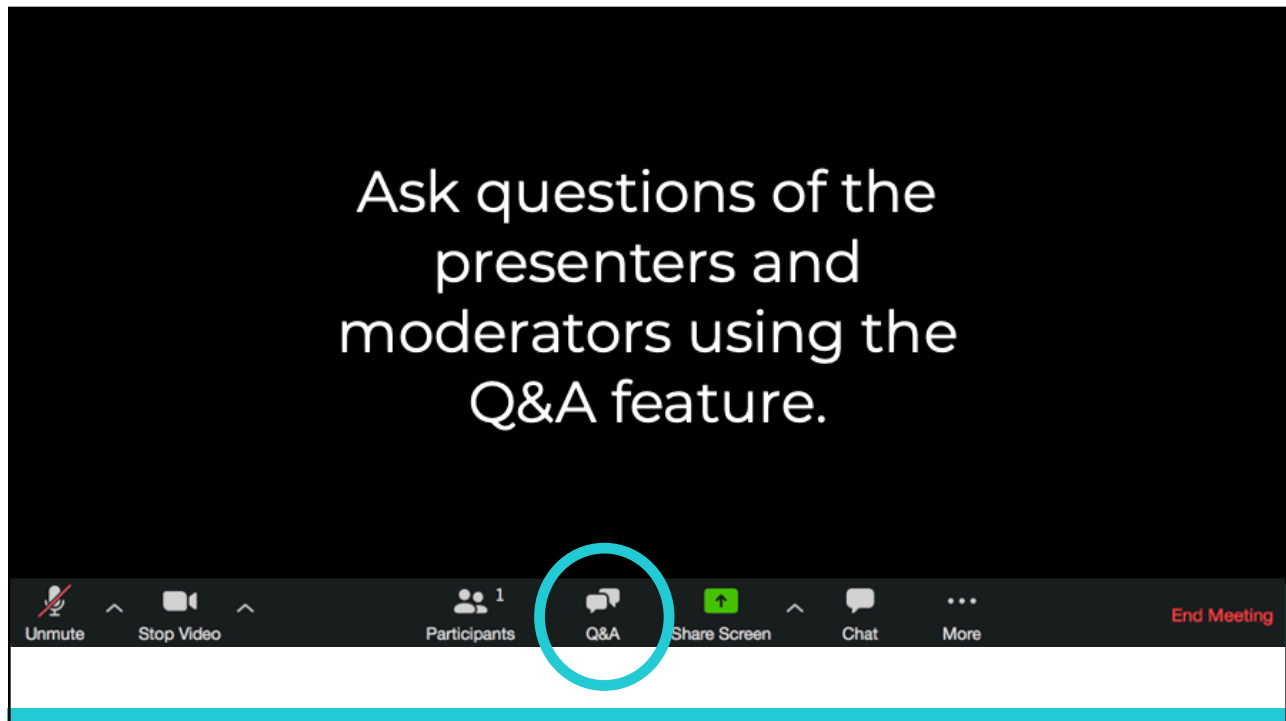
**Rob McCarty**  
CEO, The Image Shoppe

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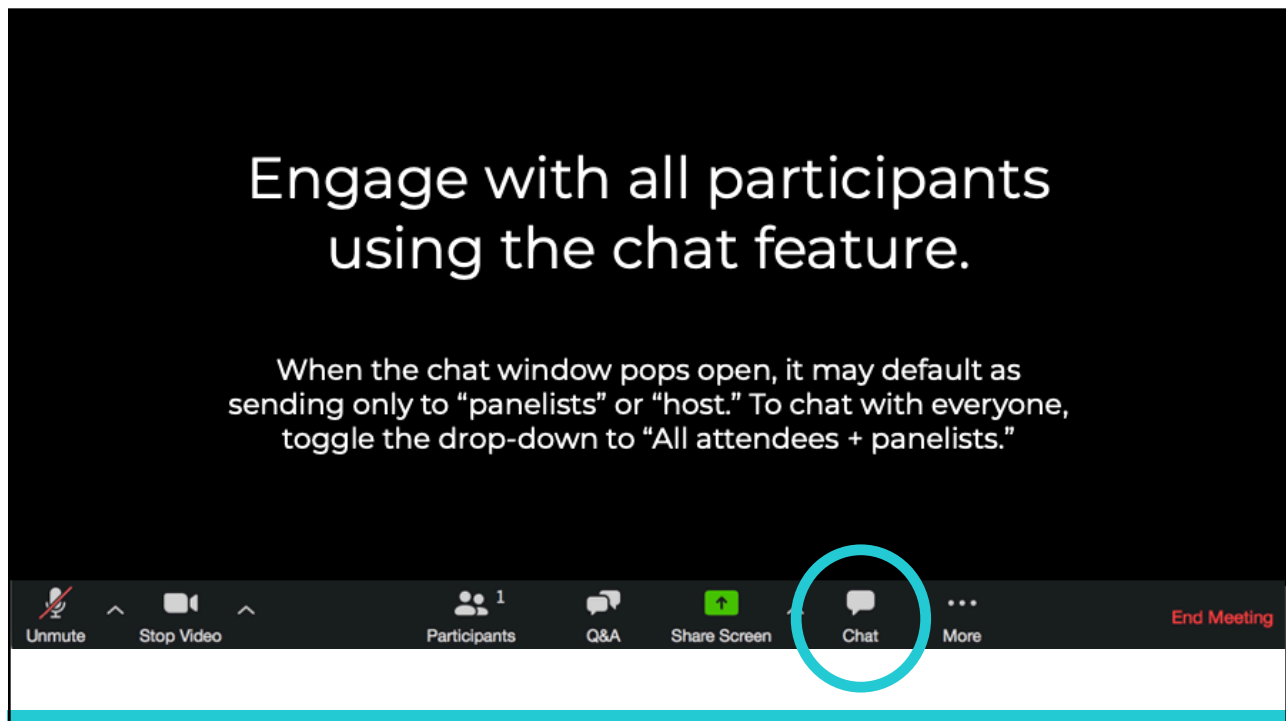
# Welcome



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# Introductions



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## Your Turn



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## Introductions

**In the chat box, share the following as a single post:**

- Name
- Role (formal or informal)
- Organization (no acronyms, please!)
- A question you hope to have answered by the end of this discussion

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## About the Series:

Branding & Marketing Best  
Practices Amidst COVID-19

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## About the Series

- We're back for a spinoff episode!
- Catch the recap and replay on the Event Garde and Image Shoppe blogs
- Interactive - audience participation encouraged via questions

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## About Today's Webinar:

Restarting Business in a COVID-19 World

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## About Today's Webinar

- Focus today is on getting back to marketing and customer communications as economies begin to reopen
- We're recording today's digital discussion (1 – 2 pm ET)
- Please actively engage with the chat function
- You're welcome to take screenshots
- We'll be sharing any relevant resources with you (e.g., recording, chat transcript, PPT and links)
- Follow-up blog posts will be made available on **EventGarde.com** and **TheImageShoppe.com**

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## Agenda



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## Agenda

- Creating your relaunch plan
  - Back to basics
  - Modernize your business
  - Don't over-commit
- Successfully marketing your business updates
  - Social media
  - Website
  - Digital advertising
- Relationships are key
- Debrief and Q/A with live attendees
- Wrap-up and concluding remarks

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## Creating Your Relaunch Plan



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## Back to Basics

- Revisit your target audience personas/profiles
  - How might they have been affected by COVID-19?
    - Sick?
    - Afraid?
    - Jobless or furloughed?
    - Restless?
    - Nervous to re-enter the world (e.g. restaurants, retail, travel)
- How can you best serve your target audience right now?

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## Modernize Your Business

- Consider what systems, processes & procedures you've always wanted to implement
  - E-Commerce?
  - Curbside pickup?
  - Transition to cash/cardless payment (e.g., Apple Pay)
  - Tools to research: CRM, loyalty programming, customer reviews/feedback
- Reconfigure your store layout to accommodate social distancing
- Aggressive cleaning & sanitation practices

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## Don't Over-Commit!

- Avoid taking on too many new practices or systems at once
- Customers want to see you act on your promises
- Stay true to your brand's mission, vision & core values
- How will you gather and apply feedback?
- Remember that "today's normal" may not be "tomorrow's normal"

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## Successfully Marketing Your Business Updates



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## Digital Marketing: Social Media

- Be transparent
  - How will COVID change your business for customers?
  - Explain your relaunch plan; discuss phases accordingly
- Be demonstrative
  - Use image or video tutorials to show how systems work (e.g., curbside pickup)
- Be brand-focused
  - Does your brand voice need tweaking based on the current climate?
- Be smart
  - Choose your words and images wisely!

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## Digital Marketing: Website

- What to include:
  - Major changes to your consumer-facing business
    - Address
    - Hours
    - Services
  - Relevant social videos or photos (e.g., process tutorials)
  - Permanent COVID-19 response page/section
  - Contact information for questions

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## Digital Advertising

- Target consumers with awareness messages on Google, search and social ad spends
- Sample messages to advertise include:
  - New processes/procedures (e.g., takeout, curbside pickup or virtual appointments)
  - New service or product offers
- Utilize terms/phrases your target audience may be searching for
  - “Wine delivery” or “wine delivery near me”

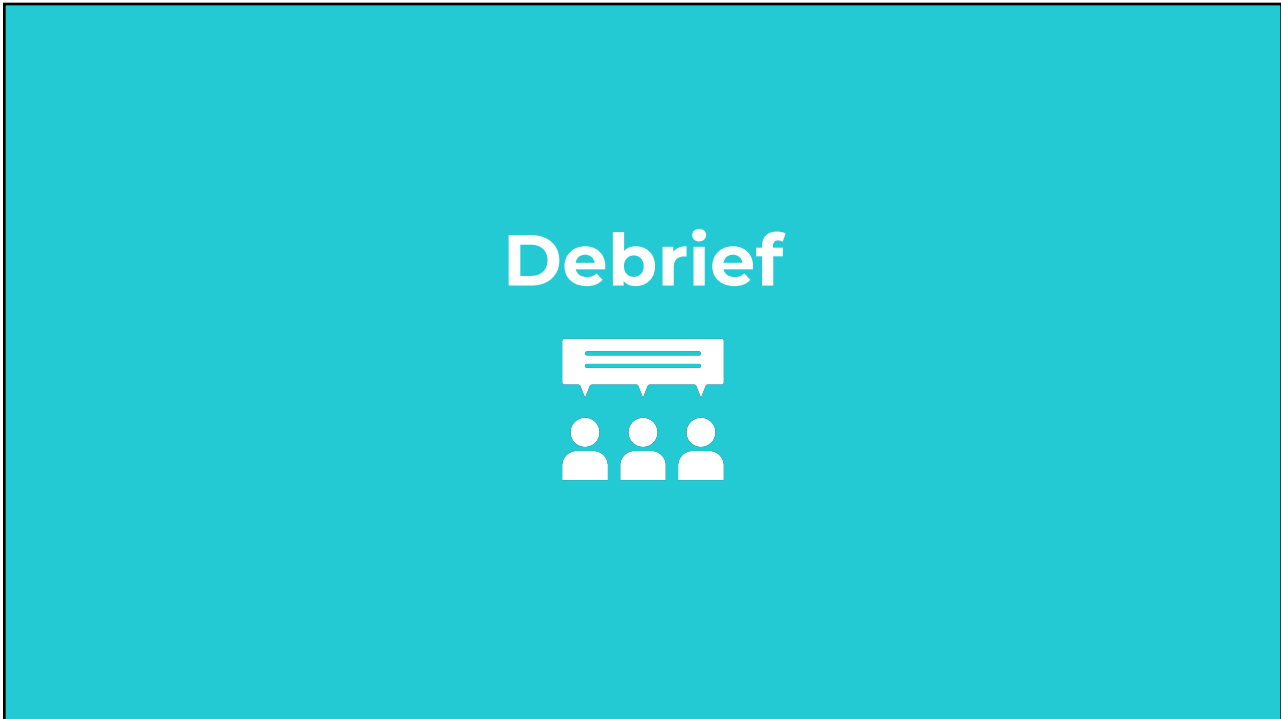
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## Relationships are key!


Ultimately, we believe relationships will be more important now than ever before.

Think about how you can grow and support those relationships with the help of technology.



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 <p>What stood out to you?</p>	




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 <p>What stood out to you?</p>	 <p>What confirmed your expectations?</p>

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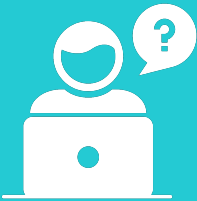
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 <p>What are you still wondering about?</p>	

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 <p>What stood out to you?</p>	 <p>What confirmed your expectations?</p>
 <p>What are you still wondering about?</p>	 <p>What will you take with you?</p>

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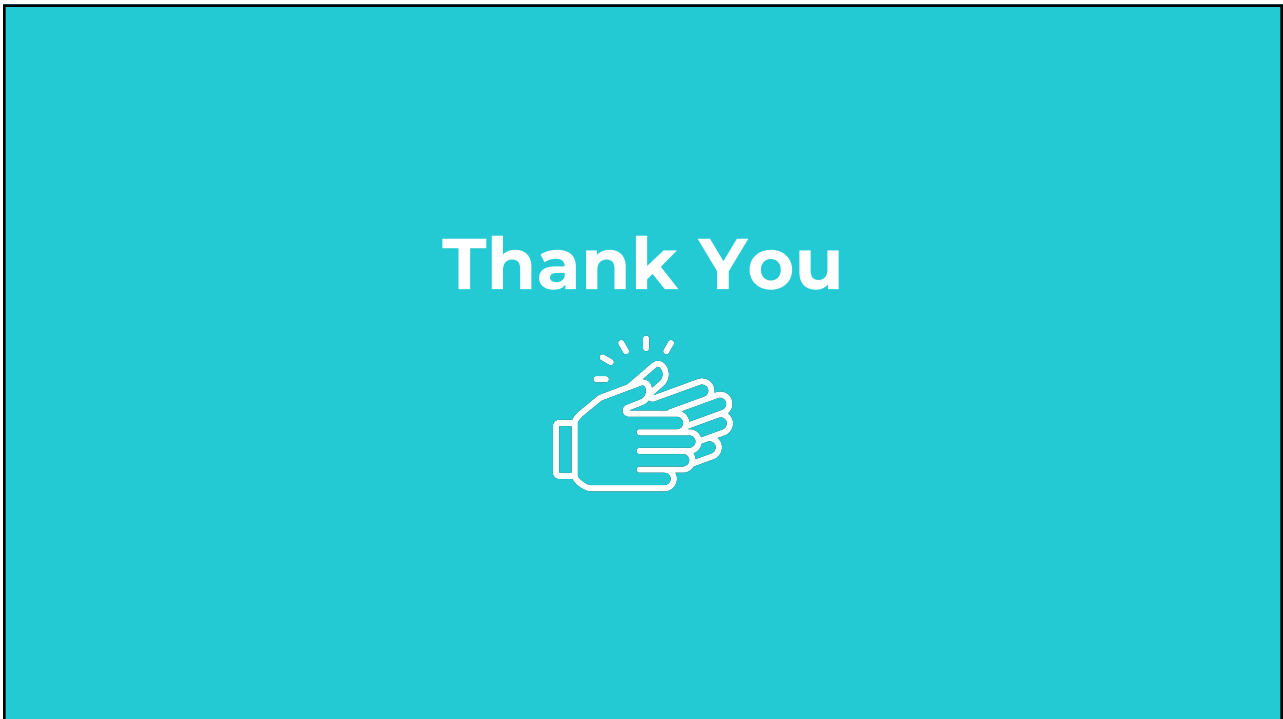
**Question/Answer**



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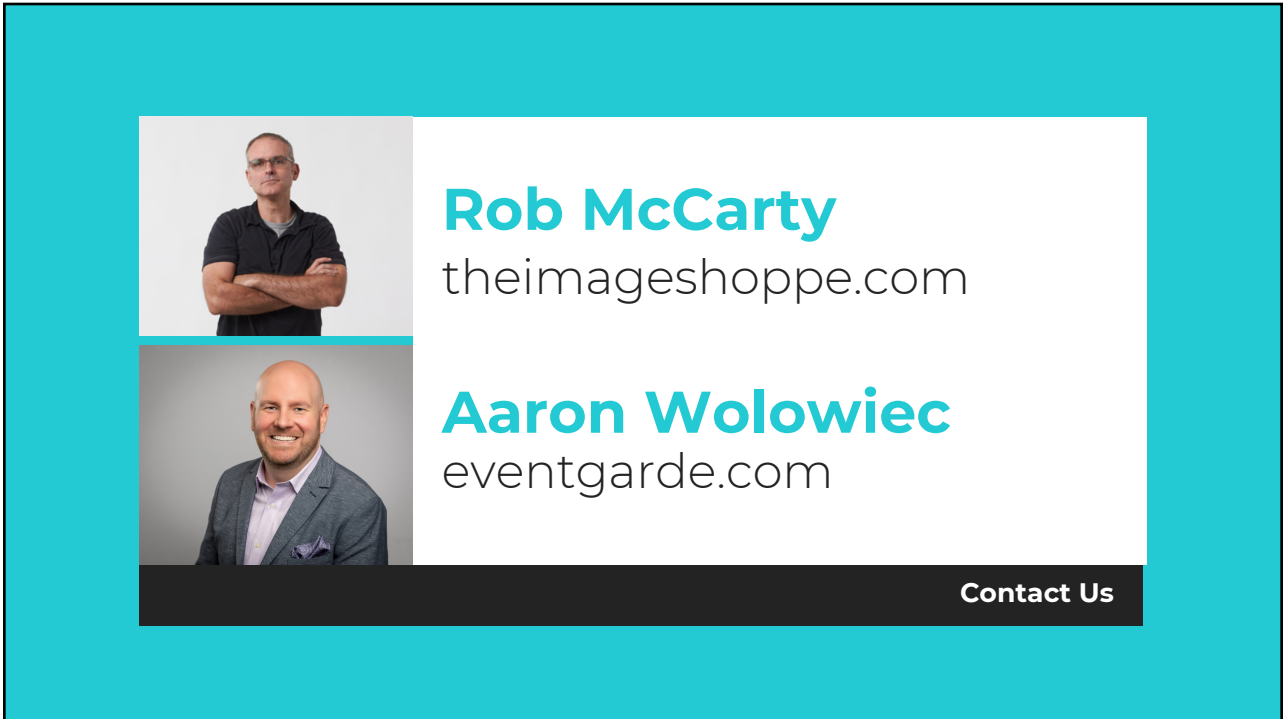



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**Contact Us**