

## Navigating COVID-19: Communicating with your Customers

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Speakers:

- Jen McDonnel: VP of Social Media and content Reshift media
- Cindy Hill: Director Client Services Axis integrated
- Corey Nicholson: Axis integrated VP Business Development
  - o Specialist in data management, CRM, Marketing Automation

Share best practices on different ways you can stay connected to your clients including:

- Social media
- Automate your email marketing
- Make your website useful as well as informative with timely updated and information

### **Social Media Marketing**

- Digital activity is way up right now due to Covid-19 and more people at home
- 70% increase internet usage
- 30% more on social media

Where your rest is open or closed, now is not the time to go quiet on social media. People are spending more time on social media and are looking to be entertained and informed.

Aim for 3-4 posts/week, video is great for engagement. Don't share generic "hope you are doing well" posts – get creative. Get Specific as to what is going on at your restaurant.

Choose your platform(s)

- Which platform have historically performed best for you
- Understand your demo, what platform are they most active on?
- Consider visibility. IG lives have gotten increasingly crowded and harder to break through. Meanwhile, FB lives just re-introduced guests
- Be vigilant with customer service on all active platforms, no matter your rest status

If Open

- Post often about your updated hrs, menu, option, safety protocols, ect
- Experiment with trending hashtags: #Nationaltakeoutday
- Instill a sense of community, you're open, essential service, keeping people employed
- Avoid politics
- Promote additional revenue streams (meal kits, pantry staples)

- Consider putting a “thank you” flyer in each order. Inform customers of direct delivery instead of third-party apps, if possible

### Social Media Advertising

- People are spending more time on social media and there is less advertising, so your change to be seen has increased
- There may be some good advertising bargains to be had
- Focus on acquiring new customers that you can retain after COVID-19
- Be sure people know you are open, what’s new, and how they can safely do business with you
- Spend wisely, focus your targeting

### Re-Opening? Think

- Start with a plan
- Don’t just re-activate old ad campaigns. Create new ones
- Avoid seeming opportunistic. Help diners feel comfortable and adjust to “the new normal”
- Be specific on new protocols: employees use PPE, 6 feet of distance, hand sanitizing stations, must wait outside for a table, seating by reservations, customers at bar must have a seat, disposable menus only
- Remind followers you’re a valued part of their community
- Draught works (Google)

### Email Marketing

- Low-cost, high-return
- Everyone has an email address
- Personalization & segmentation

Before sending an email ask yourself could this be sent out in a different format? Is it valuable information, does it make sense to make a social post?

Personal phone calls, txt messages are another good way to staying in contact and getting to your customers.

### Do’s

1. Send Email
  - a. How will it benefit the customer? Who you partnered with
2. Segment your audience
3. Send email periodically and consistently

4. Be useful and empathetic
  - a. Word of mouth marketing, something that can benefit their friends and family
5. Be creative, stand out, flexibility
6. Audit your automated emails
7. Collect, analyze and utilize your reporting metrics

Don't

1. Email just to email
  - a. Don't repeat yourself, provide relevance and value
2. Mass blast your entire database
3. Overcommunicate
4. Be greedy
5. Copy other companies
6. Assume your pre-built campaigns can carry on as usual
7. Assume the analytics you're gathering now will be applicable after the pandemic