



# Preparing now for marketing post-COVID-19

# Introduction

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**The COVID-19 pandemic and resulting economic decline has forced individuals and businesses to operate in ways never imagined. Now, as we move toward reopening, it's crucial to proactively think about how to market and reopen your business amid a “new normal.” Here are some useful tips that can help.**

As we begin the initial stages of opening our nation's economy, businesses and professionals need to be thinking about plans for reopening their doors and how to effectively market it.

In this brief eBook, PTE shares various tips and ideas to help you and your business **prepare for marketing in a post-COVID-19 world.**

Are you ready?

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# 1

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# Messaging

- Express excitement
- Continue to communicate precautions
- Consider multiple audiences



# Messaging and Tone

- **Ensure messaging exudes an uplifting and celebratory tone.**
  - Take time to **thank** your customers for their loyalty and support throughout the pandemic.
  - Be welcoming and express your excitement to see and serve them again.
  - Uphold your brand voice throughout.
- **Be mindful and inclusive of precautions.**
  - Though businesses will reopen, operations won't be the same as they were prior to the outbreak.
    - Tell your customers about the extra precautions and policies still in place at your business to keep it a safe and clean environment.
    - Share photos of the socially distanced layout created at your location.
    - Address any industry specific changes made as a result of government mandates, etc. (healthcare, restaurant, retail)



# Messaging and Tone cont.

- **Remember to consider your various audiences, both internal and external.**
  - **Internal** – Employees, existing customers, etc.
  - **External** – New customers or guests, media, etc.
- **Keep in mind, the way you communicate to employees is different than how you'd talk to your existing customers, thank your prospects, etc.**



# Maintain Communication Digitally Too

- **Digital communication will be very important now and leading into reopening.**
- **People (including media) often turn to business' social media channels and other online profiles to obtain accurate and up to date information.**
  - Keep your social media channels current and be sure to share posts about any updates and plans to reopen.
  - Consider paid social media options as well. Running a Facebook ad about your reopening is a very cost-effective way to advertise during this time.
  - Other digital tools such as email marketing also offer an effective way to reach your customers / guests directly, right in their inbox.
  - Update other digital platforms too such as Google+, Yelp, OpenTable, TripAdvisor, etc.
    - Note, many of these platforms are allowing businesses to provide special updates on services, etc. during this time (beyond standard profile content).



# 2

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## Offer / Promotion

- Entice your customers to come in
- Provide something special
- Be creative and offer value

# Offer a Reopening Promotion

- **Encourage people to come in with a special "grand reopening" offer or promotion.**
  - It's likely many people will still be hesitant about leaving home.
  - Give your customers a good reason to come out and see you by offering a promotion they can't refuse.
  - Some ideas for effective and enticing offers include:
    - Come in on/during our reopening day/month and get X
    - Buy one, get one promotion (retail products, meals, etc.)
    - \$X amount off total check
    - Limited time, enticing bounce back offers
    - Complimentary dessert, wine, etc. with meal
- **While discounting service may not sound appealing, it's effective in getting people in the door.**
  - Increasing foot traffic will be valuable in the end.
  - For example when offering a 10% discount, getting 90% is better than 0%, nothing at all.



## Social Media Contest

- Engage with your audience online
- Utilize social media effectively
- Generate interest via a contest



# Have Fun With Social Media

- Reach your customers where they spend time – **online**.
- Social media contests offer a fun way to engage with your customers, increase reach, boost followers, and generate some buzz online.
- **Social media contest example:**
  - Ask people to share a photo within the post comments. The photo that receives the most reactions/likes wins a prize.
  - The photo should relate to something specific about your business.
    - For instance, a salon might ask for people to share a photo of their "quarantine look" or a restaurant might prompt people to share a photo of their favorite carryout meal while staying home
  - Explain that they must also like the page to qualify to win. This helps increase followers.
  - Encourage participants to tag friends or invite others to join.





# 4

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## Special Menu or Service

- Create special items
- Launch something new in honor of reopening

# Pique Interest With Something New

- By now, people are tired of the “**same old, same old.**”
- Spark customers' / guests' interest by offering a special menu, new menu items, a special service, etc.
- **Here are some concepts / ideas:**
  - Create a special “reopening” menu or prix fixe menu for guests to enjoy upon returning to your dining room.
  - Launch two or three new dishes in honor of the reopening.
  - Offer a special service package.
    - For example, a cut, color, and gloss package for people needing haircare following quarantine.
    - Or, a special car wash and vacuum package so customers can “prepare their care for use again.”

**SPECIAL  
DEAL**

Limited time offer!

\*term and conditions apply

# 5

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## Small-Scale Event

- Invite loyal customers to your business
- Support or partner with a charitable cause

# Host an Event

- **Consider hosting a dine-out night to support a local charity or cause.**
  - Many business and organizations have displayed generous acts of kindness throughout the COVID-19 health crisis and have rallied around local charities and causes serving on the front lines.
  - Keep the generosity going for those still fighting by having a dine-out night with proceeds benefitting the charity / cause of your choice.
  - Partnering with a group for the event can help increase attendance and donations too.
- **Have a small, invite-only get together or "soft opening."**
  - Let your loyal customers know they're appreciated by inviting them to a private event or soft opening.
  - An event like this could be a good way to recognize those who have supported you while also remaining in compliance with social distancing guidelines.



# 6

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## Checklist

- Spend time planning
- Create a list to help ensure you cover all bases

# Make a List, Check it Twice

- As you **prepare to reopen**, it will be helpful to have a **checklist** to make sure you don't miss or forget anything important.
- Take time to **plan ahead** and think through all aspects of the reopening.
- **See the next slide** for a **sample checklist** that might help you as you develop a marketing communication plan for your business' reopening.



# Sample Checklist

- **Admin / Planning**

- **Timeline** – Produce an outline with deadlines to meet throughout the process
- **Manpower** – Consider and plan for ample / necessary staffing; hold a staff meeting

- **Marketing**

- **Budget** – Establish a realistic amount to spend on marketing needs
- **Collateral** – Flyers, posters, etc.

- **Public Relations**

- **Press Release** – Distribute a release about the reopening and include info about special promotions, services, etc.
- **Web Calendars** – Post any applicable events online

- **Advertising**

- **Traditional Ad Placements** – Don't forget about print, TV, and radio advertising opportunities that fit within your established budget

- **Digital**

- **Social Media**

- **Organic Social Media Content** – Plan to share organic social posts and graphics
- **Paid Social Media Content** – Facebook advertising, boosted event, etc.

- **Other Online Efforts**

- **Online reputation channels** – I.E. Yelp, Google, OpenTable, Trip Advisor, etc.; update accordingly
- **Video** – Produce a short video spot to share on social media
- **Website** – Update your website to reflect new hours, menus, promotions, etc.

- **Email Marketing**

- **Email / Newsletter** – Alert customers you're open, promote special deals, offers, menus, services, etc.



# Closing

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It's our hope that this eBook has provided you with some ideas and tips to better prepare you to reopen and for marketing in the aftermath of COVID-19.

**Remember, we're in this together.**

It may be challenging and new at first, but business and life will return to normal in time. We need to remain patient, positive, and collaborative as we navigate the new marketing landscape together. If you have feedback on how we can improve this resource or if we can help you during this time, please let us know.



# Thank you

If you have any questions or want to talk about how we may be able to assist you more, please get in touch.

[GetPushing.com/Contact](http://GetPushing.com/Contact) | 239.221.2858 | [info@getpushing.com](mailto:info@getpushing.com)