

Managing Through the COVID-19 Crisis Webinar Series

“Marketing and Customer Engagement in a Pandemic”



Economic Development

Thursday, April 30, 2020

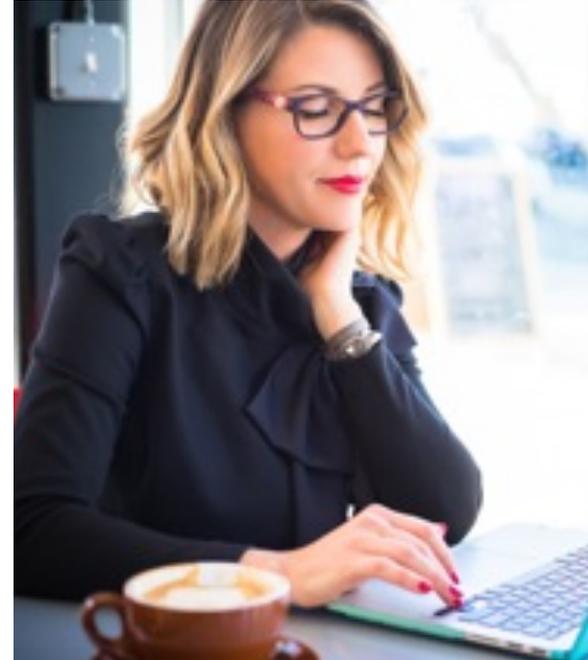
Panelist



Chris Bruno
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Agenda

Marketing and Customer Engagement in a Pandemic

Fairfax City COVID-19 Resources

Navigating New Customer Behaviors

From Face to Face to Screen to Screen

Telling Your Story

Building and Engaging Your Audience

Increasing Loyalty

Expanding Your Reach

Website User Experience

Planning for a New Different Normal

Fairfax City Economic Development COVID-19 Resources

fairfaxcityconnected.com/covid19

Online Hub

- ❑ One-Stop-Shop COVID-19 site
 - Local, state, federal information/resources
 - Loans, grants, and programs specific to Fairfax City
 - Data highlighted by date

Weekly Resources Roundup

- ❑ Weekly email on COVID-19
 - Relevant and timely information on resources and guidance for businesses
 - [fairfaxcityconnected.com/bulletin](https://www.fairfaxcityconnected.com/bulletin) to subscribe

Webinars

- ❑ Managing Through the COVID-19 Crisis Webinar Series
 - Weekly
 - Latest news, resources, best practices,
 - Topics of interest

Navigating New Customer Behaviors

▶ *Shopping Local as a Civic Duty*

- ▶ 70% of women surveyed recently by Meredith Publishing responded that they viewed supporting local businesses as the way to help others during this crisis

▶ *Shopping as Entertainment*

- ▶ Expect friends and families to shop together and choose destinations that offer experiential shopping to be the first choice

▶ *Home Decor and Fashion Trends*

- ▶ Shoppers are, and will continue, to embrace bright cheerful colors

▶ *Little Luxuries*

- ▶ After long periods with limited shopping, customers will want to treat themselves to small but high-end things like cosmetics and fashion accessories

▶ *Treat Yourself at Home*

- ▶ Small incremental home improvements like outdoor speakers, TVs and furniture will be popular purchases

Navigating New Customer Behaviors

▶ *Germ-Free Entertainment*

- ▶ Outdoor movies, BBQ receptions, al fresco dining and sidewalk shopping will be popular
- ▶ Individually packaged and disposable materials will be preferred
- ▶ Sustainability continues to grow as a motivating factor, so extra consideration will go to businesses that offer biodegradable single use options

▶ *Slow Foods*

- ▶ Now that our pace of life has slowed, our appetite for meats and vegetables simmered, marinated, slow-roasted or smoked all day has grown
- ▶ Desserts will trend toward cobblers and cakes made with frozen fruits

▶ *Homegrown Foods*

- ▶ Foods from commercial farms are out and local farms, city gardens or your own back yard are in

▶ *Hunger for Live Entertainment*

- ▶ 'In-the-moment' offerings will be highly sought after

Navigating New Customer Behaviors

▶ *Multi-Generational Living*

- ▶ Many families will be starting home renovations to make their space more comfortable for Grandma and Grandpa

▶ *Staycations*

- ▶ A weakened economy will have people staying close to home for vacation, visiting the homes of friends and family and investing in outdoor furnishings and entertainment

▶ *Weekend Getaways*

- ▶ No yard work left to do - time to get away. Expect lots of group birthday, graduation, reunion, etc. celebrations to happen over weekend getaways

▶ *Secluded Destinations*

- ▶ Preference given to destinations with lots of elbow room - private pools, beaches, backroads and small town visits

From Face to Face to Screen to Screen - *Taking your service digital*

- ▶ Experiment and try something novel
- ▶ Offer Virtual Services:
 - ▶ Grow your audience with free classes and ask for donations
 - ▶ Video consultations (personal shopping, bang trims, interior design)
 - ▶ Wine tastings, mixology
- ▶ Expand Offerings:
 - ▶ Consider adding kid-friendly options/services
 - ▶ If you can get and they need it, sell it: provisions, masks, puzzles
 - ▶ Add value: family style meals, special occasion packages for presell
 - ▶ Package your experience: take & make meals, to-go color kits, facials

Telling Your Story - *Public Relations Best Practices*

- ▶ Be Authentic
 - ▶ Share personal stories about you, your brand and your business family. Do not share anything too ‘produced’, artificial or ‘glossy’
 - ▶ Do not force a connection to Covid-19 and do not ignore Covid-19
- ▶ Shared Values and Share Value
 - ▶ Tell the stories that motivate your customers to spend: versatility, sustainability and doing good
- ▶ Share anything novel and unique you are doing
 - ▶ Announce new initiatives, partnerships products, tools for customers

Building and Engaging your Audience - *Social Media Best Practices*

- ▶ Bring your brand to life and build the personal connection
 - ▶ Humanize your business with behind the scenes moments, videos from home, include staff when possible
- ▶ Create viral moments
 - ▶ Giving away a roll of toilet paper with a diamond ring is not of \$ value but is a conversation starter
- ▶ Communicate consistently
 - ▶ Post all updates, highlight online order capabilities, highlight gift cards, fundraisers
 - ▶ Use trending hashtags, tag people that can help you get the word out especially in stories, use appropriate stickers, music, filters etc. to enhance posts
- ▶ Influencer Ambassadors, Proceed with Caution
 - ▶ Work with influencers when the story is genuine and believable. Nano and Micro influencers tend to have better engagement and are more willing to enter into affiliate/commission relationships that will help you track your return on investment

Increasing Loyalty

- ▶ Focus on building loyalty - acquiring a new customer is anywhere from 5 to 25 times more expensive than retaining one
- ▶ Develop your loyalty program that offers perks/discounts for increased frequency
- ▶ Engage your customers through email
 - ▶ Send regular updates and offers
 - ▶ Create a template and maintain a consistent look and feel
 - ▶ Utilize user-friendly platforms such as [MailChimp](#)
- ▶ If you don't yet have a customer email list
 - ▶ Set up a form capture on your website and encourage your customers to sign up for updates
- ▶ Recognize that your customer's behavior has probably changed. You may need to do some A/B testing to see how they respond to different offerings

Expanding your Reach - *Partnership Marketing Best Practices*

- ▶ In down-time, Ideate and Cross-Promote
 - ▶ Gain a new audience by partnering with another entity that shares similar customer psychographics
 - ▶ Examples: Ornery and Duck Donuts brunch delivery, Van Metre Homes and Chef Spike Mendelsohn, Easter baskets featuring several local retailers

Website Optimization

- ▶ Add a Clear Call to Action on Home Page
- ▶ Capture Payment Online
- ▶ Be informative and timely
 - ▶ It's important to recognize the current climate and share with your customers how you are coping and what actions you are taking
- ▶ Show your customers what options they have
 - ▶ Are you offering online ordering; pickup or delivery? Call ahead and curbside pickup?
- ▶ Offer your loyal customers other ways to help the business
 - ▶ Your customers are looking to support your business, offer them gift cards and other merchandise
 - ▶ Give them an option to make a donation to your business
- ▶ Optimize your online presence
 - ▶ Start by setting up [Google MyBusiness](#) or if already implemented make sure it is up to date

Preparing for a New Different Normal

- ▶ More direct to consumer business models will emerge
- ▶ Inventory will be much more scarce than in recent years
- ▶ Omnichannel platforms will be smart investments for retailers
- ▶ Successful marketing campaigns will celebrate American fortitude and togetherness
- ▶ Value will be the main sales driver
 - ▶ Emotional value, versatility, discounted price
 - ▶ Worry less about devaluation, repurpose inventory when possible
- ▶ Customer needs come first
 - ▶ Payment plans: layaways, AfterPay
 - ▶ Meet them where they are

Friendly EDO Reminders...



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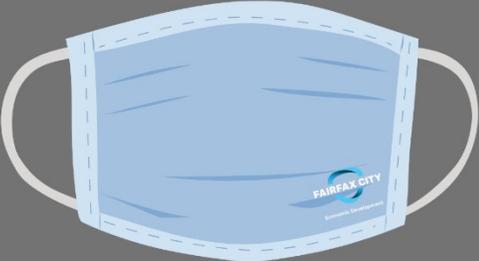
Survey closes Friday, May 1



COVID-19 Business Impact Survey

fairfaxcityconnected.com/survey

- assess economic impact on the city's business community
- assists in determining what resources are necessary
- aids in resiliency and recovery



COVID-19 Face Masks for City Businesses

fairfaxcityconnected.com/masks



Questions?

