

# Re-Open *Smartly* with Confidence

## Crafting Solid Marketing Messages

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# BUILDING CONSUMER CONFIDENCE

Consumers want to know that:

- You are safe
- You are clean
- You are following guidelines
- Your staff are trained and prepared
- You are prioritizing public health

# DO THIS

- Prioritize health and safety
- Be positive, focus on solutions
- Demonstrate visually your changes and best practices
- Utilize visual teaching tools on how the public can stay safe
- Demonstrate how you are providing your product or service in a safe and thoughtful way
- Discuss new initiatives, protocols, and how your business is BETTER
- Be aware and be confident

# DON'T DO THIS

- Slapstick humor
- Physical interactions like handshakes, hugs, and high-fives
- Anything that creates more anxiety or fear
- Post without having someone review it – ask how does this make you feel?
- Open sooner than you are ready
- Nothing

# DO THIS

Display posters inside and outside. Repurpose images as social posts.

## Keep Our Workplace Safe!

### Practice good hygiene

-  Stop hand shakes and use **non-contact greeting methods**
-  Clean hands at the door and schedule **regular hand washing reminders**
-  **Disinfect surfaces** like doorknobs, tables, and desks regularly
-  **Avoid touching your face** and cover your coughs and sneezes
-  **Increase ventilation** by opening windows or adjusting air conditioning

### Stay home if...

- You are **feeling sick**
- You have a **sick family member** at home



SOURCE: CDC.GOV

### Limit meetings and non-essential travels

- Use **video conferencing** instead of face-to-face meetings
- When video calls are not possible, hold your meetings in **well-ventilated rooms and spaces**
- Suspend all non-essential travels** and trips



### Take care of your emotional and mental well-being

Outbreaks are a stressful and anxious time for everyone. We're here to support you! Reach out to [hr@reallygreatsite.com](mailto:hr@reallygreatsite.com) anytime.



### #StopTheSpread

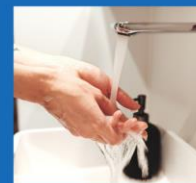
Proper hygiene stops the spread of the virus.

## Handwashing 101

Source: World Health Organization

01

Wet your hands before applying soap.



02

Bring your palms together and rub soap all over the palms and backs of your hands, including between the fingers.



03

Wash your hands for at least 20 seconds.



04

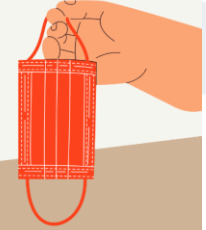
Wipe your hands with a clean towel or paper towel and avoid rubbing too vigorously.



### #StopTheSpread

## How to use a mask?

Source: World Health Organization



**Before Putting on a Mask:**  
Clean hands with alcohol-based hand rub or soap and water.



### While Wearing a Mask:

- Cover your mouth and nose.** Make sure there are no gaps between your face and the mask.
- Avoid touching the mask.** If you do, clean your hands with alcohol-based hand rub or soap and water.
- Replace the mask with a new one as soon as it is damp. **Do not re-use single-use masks.**



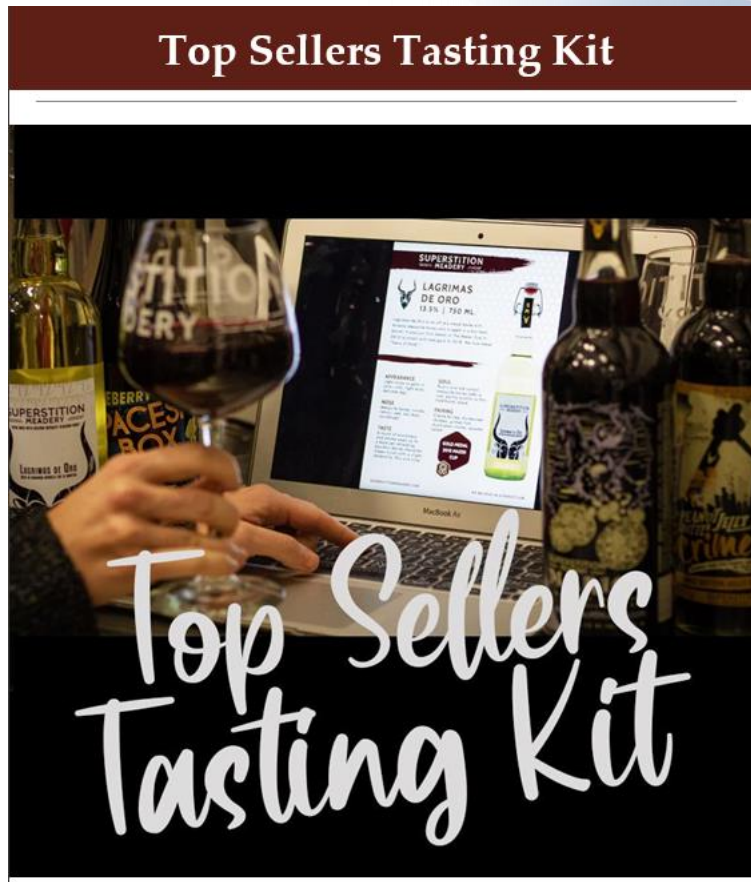
### To dispose of the mask:

- Remove the mask from behind using the strings. **Do not touch the front of mask.**
- Discard the mask **immediately** in a closed bin.
- Clean hands with alcohol-based hand rub or soap and water.**



# DO THIS

Craft engaging emails to stay connected with your best customers.



Top Sellers Tasting Kit!

Source: *Superstition Meadery* |

## Tasting Room Reopens!



As per Arizona State recommendations we will be opening our Tasting Room on Monday, May 11th for dine-in service! Our Superstition family looks forward to reopening and sharing mead once again with our community! We will still be extending our Employee Discount of 30% off all To-Go bottles from our Tasting Room, and will continue to offer curbside pickup.

Our healthy staff will be observing Superstition's exemplary sanitation standards while continuing to go above and beyond to ensure our guest's safety while we transition from shutdown conditions to normalcy. Our new hours from 5/11 - 5/24 will be:

**Sun - Tues 12p - 8p**  
**Wed - Thurs 11a - 9p**  
**Fri - Sat 11a - 10p**



# DO THIS

Let customers know that you are:

- Limiting the number of patrons in your space
- Wearing masks
- Sanitizing/disinfecting frequently
- Following CDC guidelines



# DO THIS

## Marketing Ideas



Update your website with the new protocols you are using

Book 4WD Trips and Training

Book a Moab Jeep

Book a Sedona Jeep

### Important Changes to Our 2020 Rental Requirements

- Jeep rental pickup by appointment only--call or book online in advance!
- Face masks required at stores
- 6-foot distancing recommended at all times

Thank you for sticking with us--we are looking forward to seeing you again! We are now accepting online reservations starting on May 16, and we have some limited Jeep rental appointments available now by call-in only: 928-282-8700.

In compliance with current CDC and state guidelines to conduct business, and in the best interest of protecting our guests and staff, **all in-person interactions at our Jeep rental stores will require face masks.** These are available at our check-in station for those guests who don't have their own. **The recommended spacing of minimum 6-feet of distance will also be honored in all possible circumstances.**

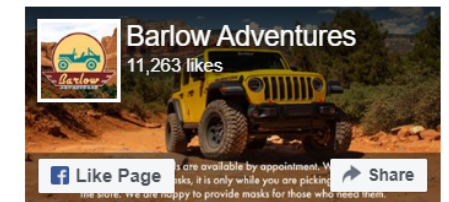
We also recommend that you send us your required documents (driver's license and auto insurance information) by phone pic or email scan in advance of your reservation to minimize your check-in time.

While these are changes that some of us find uncomfortable, we find it far easier to comply with these few steps, rather than remain closed to business

Stay safe and have fun!



Barlow Adventures Facebook



Be the first of your friends to like this



Barlow Adventures 2 hours ago

8 Comment Share



# DO THIS Marketing Ideas

- Connect with your customers during closure, before, and after re-opening
- Use Search Engine Optimization to ensure your business can be found online
- Set aside online Pay Per Click advertising on Google, Facebook, Instagram
- Continue with your radio and print advertising
- Create Special Offers that tie in to the pandemic. Use creative terminology.
- Continue asking for online reviews on Facebook, Google, Yelp, Trip Advisor

# DELIVERY

Ask yourselves every day, “Is this right for this moment and in this context?”

- Be factual and professional
- Be approachable, authentic, real
- Be empathetic and prioritize the customer experience
- Photos are good, video is better
- Be consistent across platforms

# KEY LANGUAGE

In this time of uncertainty, we are:

- Opening with care....
- Reopening with public health top of mind....
- Training staff for a safe and clean relaunch...
- Following CDC guidelines in preparation for a successful opening....
- Here with better protocols and a safe space...

#OldTown businesses are reopening slowly, with care and with public health top of mind.... 😊

SAMPLE



Cottonwood Old Town Association ▶ Old Town Cottonwood  
Arizona

May 7 at 9:58 AM · 🌐

Pizzeria Bocce Old Town Cottonwood Arizona Visit Cottonwood Arizona

#TOGOOldtownCottonwood ❤️





# SAMPLE



Lisa Dahl is in Sedona, Arizona.

1 hr · 🌐



Although we are allowed to open as of May 11, 2020, Dahl Restaurant Group is taking additional time to go above and beyond the required guidelines that everyone must adhere to.

Our executive team & I are working day and night to address the current challenges of operating during the COVID-19 pandemic and to align operational plans for reopening our restaurants to the public.

We are overjoyed to continue to provide ongoing excellent customer service for our curbside takeout dining and our newest [#DahltoDoor](#) online meal service.

We will keep you posted on the exact dates for when we will reopen restaurant-by-restaurant for dine-in as it will be on an individual basis. We appreciate your patience as we continue planning “best practices” that are not only compliance with state and local guidelines, but incorporate extra steps towards staff and guest safety and comfort. [#InFoodWeTrust](#)



Marci Krufka Taylor and 82 others

6 Comments 1 Share

# SAMPLE



**That Brewery - Cottonwood**

Yesterday at 2:10 AM · 🌐

We are excited to reopen in Pine for outdoor dining service on Monday! Our staff is excited to get back to work & see our customers again. We will be following state & cdc guidance to protect both our staff & our customers. We are using all disposables and you'll be ordering from our carryout window for at least the 1st week. Come by and see us next week!

And check out our new can labels!

#keeparizonabrewing... See More



👍❤️ 32

4 Comments 1 Share



# SAMPLE



**Synergy Sedona**

April 11 at 11:38 PM · 🌐



We're open! Curbside service, takeout, and web orders available.

😋 Ooooh yes! And we have your new fav - vegan, low-glycemic, super delicious healthy chocolates! Yum 😊

Shop online at [📌 www.synergysedona.shop 📌](https://www.synergysedona.shop) ... See More



👍❤️ 5

1 Share

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