

Marketing to Return Stronger



Crafting Solid Marketing Messages

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Marketing to Return Stronger



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





Consumers are also looking for you to:

- Offer new products and services that reflect a return to normalcy
- Provide products/services that involve self-care, mental health, beauty
- Show them things that are fun and frivolous, distracting
- Provide comfort and calm
- Offer an experience away from digital media, computers, and phones




How will you tell your
NEW story?




CUSTOMER RELATIONS /Marketing

FRAMEWORK

v2.0.4




G2.1





Marketing Fan


The right marketing activities




What marketing mix should you use to spread the right message?









CUSTOMER RELATIONS /Marketing

DECISION SHEET

v2.2.1



G2.01



Marketing Mix

Choose media and message for your customer segments

MEDIA TYPE	MARKETING MEDIA	PRIORITY (Check 1-3)	FOR SPECIFIC CUSTOMER GROUP	HOW TO USE MEDIA (publications, message, timing etc.)	EXPECTED COSTS
Advertising	Daily newspaper				
	Magazines				
	Professional publications				
	Handbooks				
	Outdoor (postcard, buses etc.)				
Digital & printed material	Web (banner ads)				
	TV (local/national)				
	Radio (local/national)				
	Brochures/product sheets				
	Company presentation				
Online media presence	Flyers				
	Passers				
	Powerpoint presentation				
	Website				
	Social Media				
Direct marketing	E-newsletter				
	Flags				
	Single AdWords				
Publications	Direct mail				
	Direct e-mail				
	Telemarketing				
Promotion	Customer visits				
	Newsletters				
	Magazines				
	White papers (case studies)				
	Trade fairs				

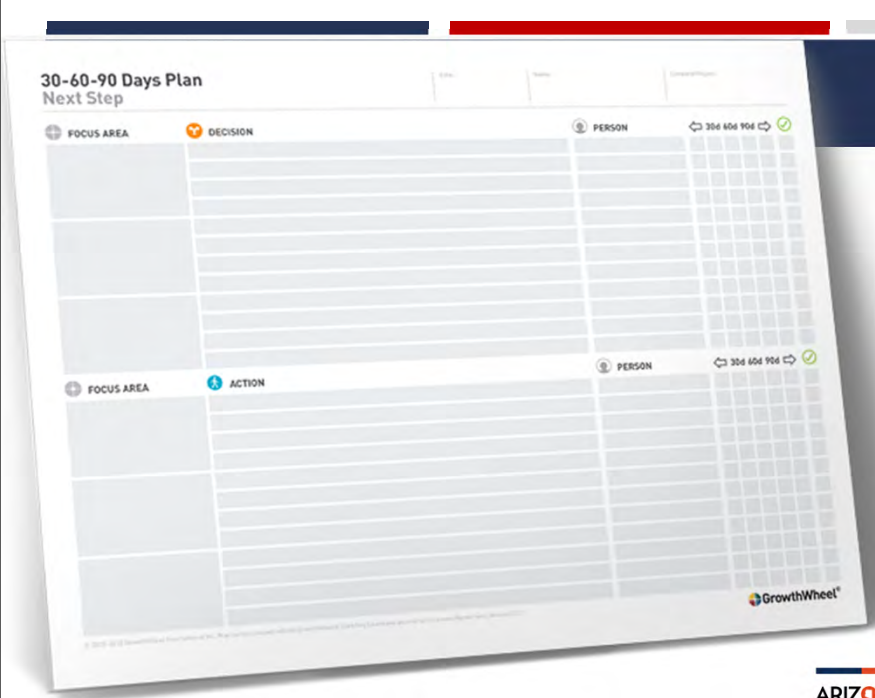
Identify key focus areas for deeper planning.











30-60-90 Days Plan
Next Step

FOCUS AREA DECISION PERSON

FOCUS AREA ACTION PERSON

AMERICA'S SBDC ARIZONA

ARIZONA COMMERCE AUTHORITY

REGIONAL ECONOMIC DEVELOPMENT CENTER OF TARRANT COUNTY

Yavapai COLLEGE

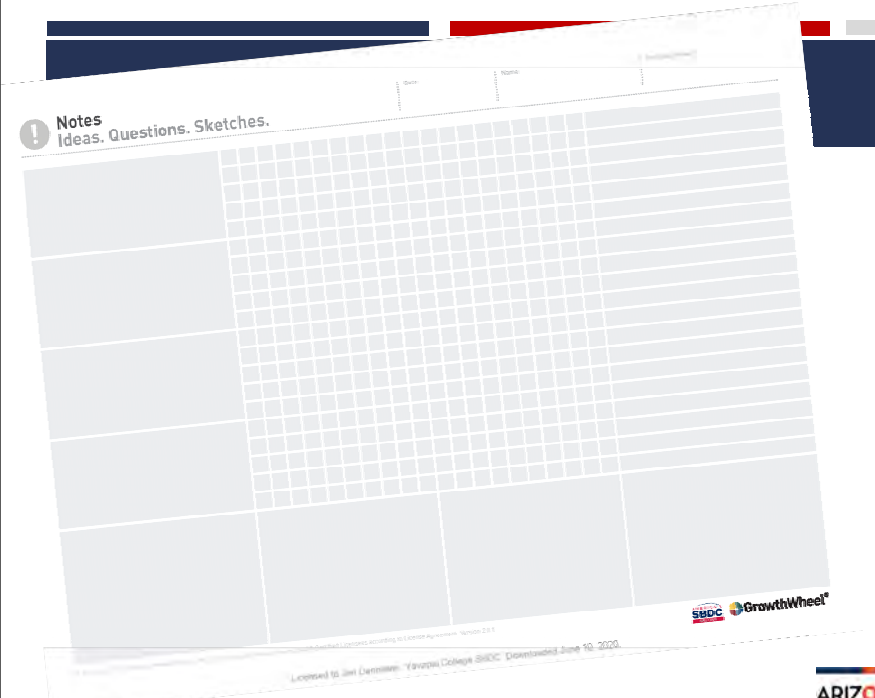
POWERED BY SBA U.S. Small Business Administration

306 604 904

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GrowthWheel®

Create a 30-60-90 day plan for key focus areas.



Notes Ideas. Questions. Sketches.

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GrowthWheel®

Make notes, ideas, sketches on the back for each focus area.

CUSTOMER RELATIONS
Marketing
DECISION SHEET
v2.1

Job to be done
When marketing a product it is important to convey the right message.
By finding our core marketing messages, we boost our communication to the customer.

How to do it
Start by picking which customer segment you want to focus on when creating your marketing message.
Continue by going through the topics for a marketing message and decide which ones to focus on.
Think about placing the messages in your web or communicate them in your marketing materials.

Next Step

- Add the new marketing messages to the marketing and sales materials.
- If all relevant employees about the core messages.
- Make a note to remember the core messages to also use in the customer dialogue.

Developed by **SBDC**
GrowItWheel

Marketing Message

Phrase key points for the marketing communication

CATEGORY	TOPICS	FOCUS ON		CORE MARKETING MESSAGE
		Yes	No	
COMPANY	About client relationships			
	About client testimonials			
PRODUCT	About competition (comparison)			
	About company fit			
PRICE	About quality			
	About service			
RISKS	About product flexibility			
	About price competitiveness			
RISKS	About pay-back period			
	About purchase leading to savings			
RISKS	About discount possibility			
	About common understanding			
RISKS	About commitment to the order			
	About trial period			
RISKS	About effect documentation			

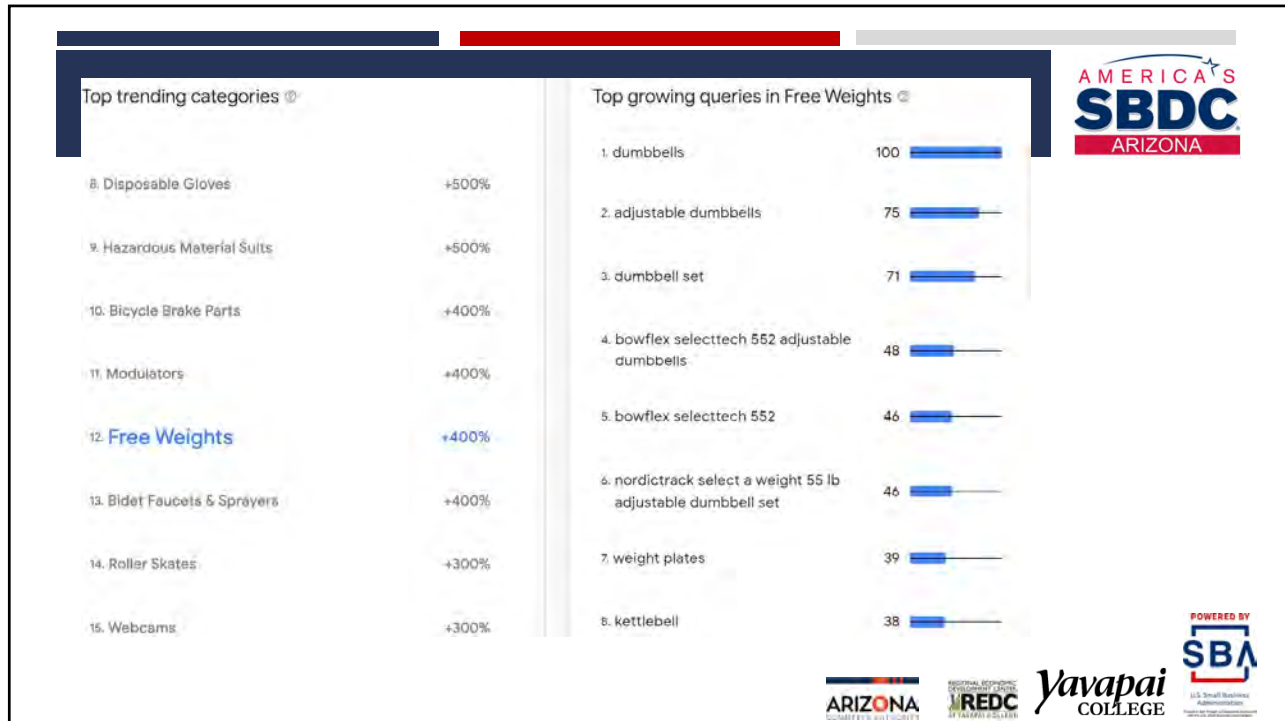
Write your key points about quality, products, pricing, trial periods, special offers.

Let's Explore a Gym Example

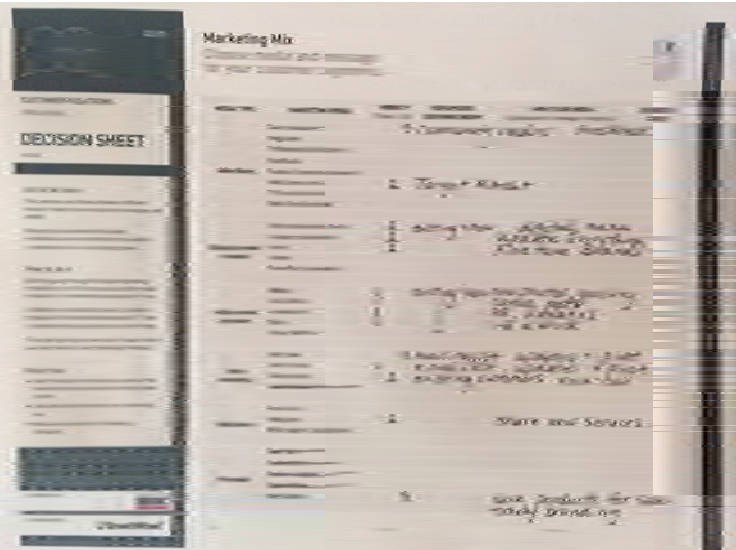
Rising Retail Categories

Consumer behavior is changing rapidly and unpredictably amid the coronavirus pandemic. Use this interactive tool to understand fast-rising retail categories in Google Search, the locations where they're growing, and the queries associated with them. The data will update daily to reflect changes in Search interests.

Source: <https://www.thinkwithgoogle.com/feature/category-trends/us/year/en>



Gym Example



PLAN


Choose the right mix of media for your target audience and its priority 1, 2, or 3.

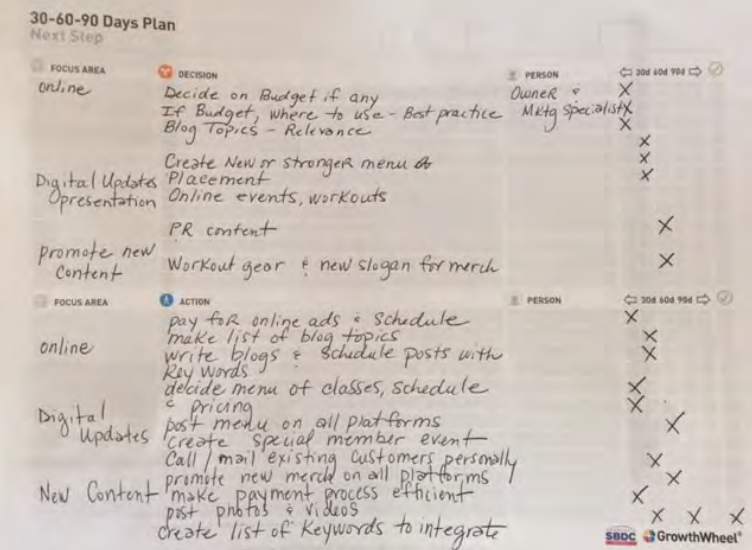
Estimate the costs

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Gym Example






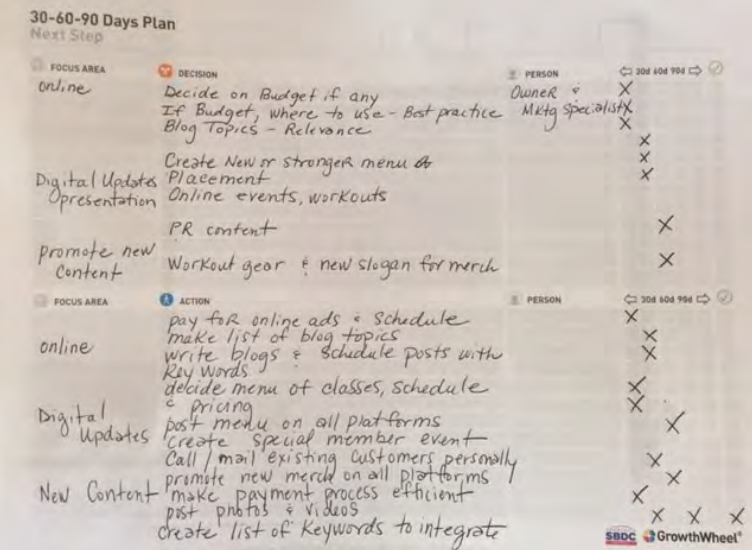
PLAN

Create an action plan for the next 30-60-90 days.





Gym Example





PLAN

Write key points about your facility, service, products, quality, price, etc.

Gym Example



Marketing Message
Phrase key points for the marketing communication

CUSTOMER SEGMENT Existing Members

CATEGORY	TOPICS	FOCUS ON	CORE MARKETING MESSAGE
		Yes No	
CUSTOMER RELATIONS	About client retention	X	Clean, safe, effective programs pivot to webinars & online programming Quality & core of customer a priority Training is effective at home Trainers available for consultation
	About client experience	X	
COMPANY	About competitor comparison	X	
	About company fit	X	
PRODUCT	About quality	X	
	About service	X	
PRICE	About product features	X	
	About price competitiveness	X	
RISK	About payment terms		OTHER: <ul style="list-style-type: none"> • Staying healthy during COVID • New programs & services • Schedule updates • Using your membership effectively • One on one coaching available • Socially distanced workouts
	About purchase timing or usage		
	About return possibility		
	About customer understanding		
	About commitment to the order		
	About risk period		
	About affect documentation		

PLAN

Write key points about your facility, service, products, quality, price, etc.



Your Turn



- Use Decision Sheets to work on a plan
 - Start with Marketing Mix
 - Then do 30-60-90 day plan
 - Then use Marketing Messages to write key points

You have 3 minutes per sheet

Final Step: implement your plan



Marketing to Return Stronger



Do this:

- Prioritize Safe. Clean. Ready. Campaign
(visitsedona.com/safe-clean-ready/)
- Be positive and address new concerns
- Be consistent and transparent
- Discuss and showcase new initiatives, protocols, products and services
- Communicate how your business is BETTER
- Showcase any pivots, show creativity and innovation
- Build consumer confidence



Marketing to Return Stronger



Avoid this:

- Show physical interactions like handshakes, hugs, and high-fives
- Any actions or posts that may create more anxiety or fear
- Being Stagnant
- Staying the same, doing nothing
- Negativity

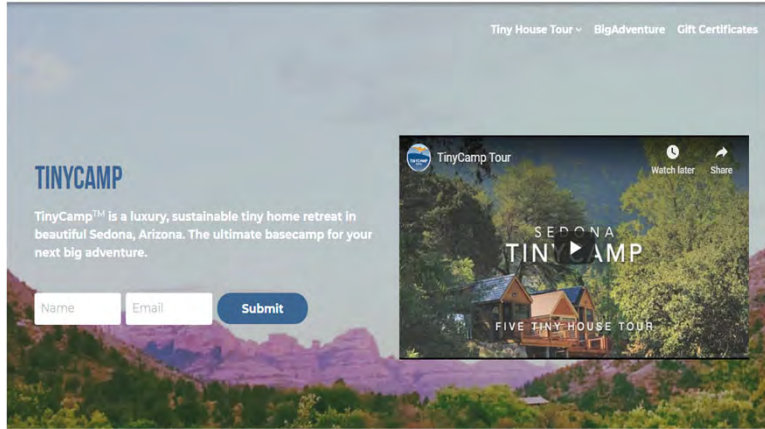


Update your website:



COVID-19 Safety Measures

SEDONA
SAFE . CLEAN . READY



Source: tinycamp.com



Showcase your pivot



<https://www.facebook.com/lisadahlsedona/posts/3287910741266896>



Showcase your pivot



Store Contact us

Dahl-to-Door Provisions

Chef Lisa Dahl delivers to your door. Her chef prepared foods are made with love, and in larger portion sizes. Enjoy fresh and frozen cuisine from her award winning restaurants in Sedona, Arizona.

We deliver to Sedona, and the Village of Oak Creek and ship Nationwide. Sign up for Loyalty Reward and get real-DAHLERS to spend.

[About Frozen Food Shipping](#)

CREATE YOUR ORDER NOW

Source: <https://www.dahlto-door.com/>



Be Timely



Gerardo's Italian Kitchen
May 20

We are excited to re-open for Dine-in service starting today, following Sedona's Safe, Clean, Ready guidelines! We will be open from 3 pm- 9:30 pm. Check out our new website, gerardositaliankitchen.com for our updated menu and any more information. Thank you and hope to see you all soon!

Mary Chicoine, Dean Pefanis and 76 others
6 Comments 8 Shares

Like Comment Share

Hideaway House
July 1

Our restaurant is OPEN & following CDC & AZ Health Department Guidelines

We take the safety of our customers, our team and our community very seriously. We have been, and will continue to follow CDC and AZ Health Department guidelines for businesses to reduce the spread of Covid-19 in Sedona. Learn more about the Sedona | Safe, Clean, Ready program below.

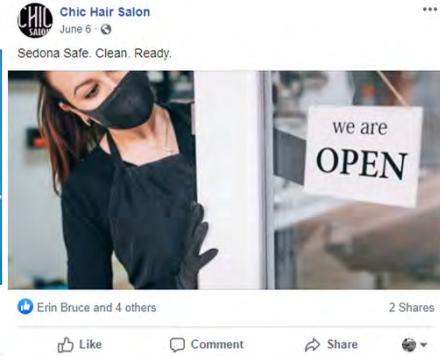
<https://visitsedona.com/safe-clean-ready/>

#supportlocal #eatlocal #sedona #travelsedona #sedonarestaurant #wheretoeatsedona #covid19

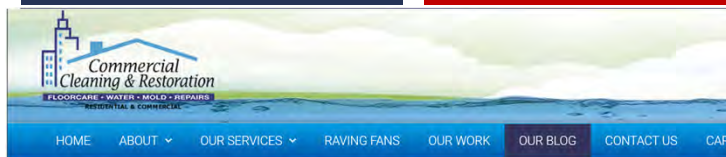
Source: <https://www.facebook.com/sedonahideawayhouse/>
<https://www.facebook.com/GerardosItalianKitchen/>



Build Consumer Confidence



Source: facebook.com/chichairsalon



Our Blog



Save Your Weekend with Professional Carpet Cleaning

June 1, 2020

Life is too short to clean your own carpets As Tucson begins its transition from stay-at-home orders to a new norm, you are awakening from the long quasi-hibernation that has kept you glued to your favorite TV binge watching chair. Your home has been accumulating months of dust, dirt, and messes. You've been gripped by the urge to clean and you are

[Read More »](#)



Surviving Life's Messes during the Coronavirus

April 22, 2020

A Clean Home Protects You From the Coronavirus Commercial Cleaning and Restoration is open because we play a critical part in fighting Coronavirus as an essential service for the city of Tucson and their properties. Commercial businesses have turned to restoration professionals to clean contaminated spaces. As a restoration professional, we are ideally suited to respond because of our experience in remediating

[Read More »](#)



COVID-19 Cleaning

March 23, 2020

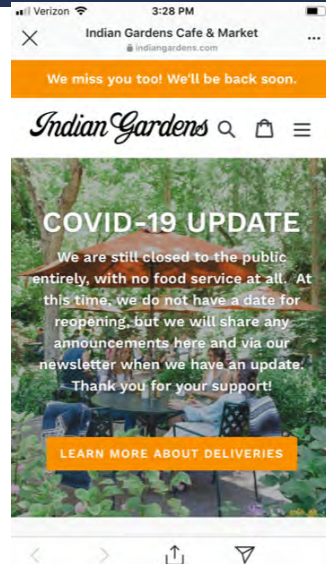
What is known about the Coronavirus COVID-19 With so much misinformation about the virus circulating on social media, it is hard to know as a property or business owner how to incorporate a cleaning process that will be safe both to employees and clients. Here are some

Relevant Blogs

Source: <https://gotwetwedry.com/our-blog/>



Communicate Plans



Marketing to Return Stronger



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



Thank You

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