

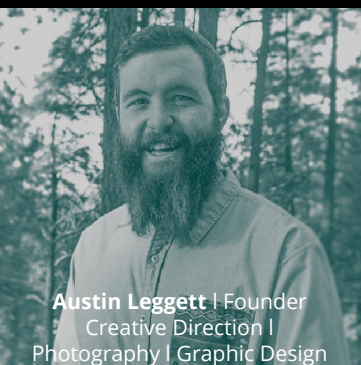
INNOVATIVE SOLUTIONS FOR *CASH*



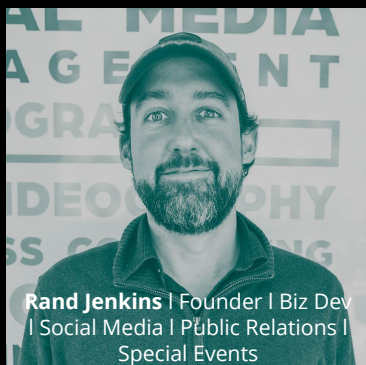


INTRODUCTIONS & THE GOAL OF TODAY

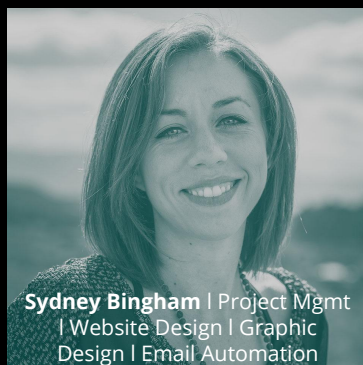




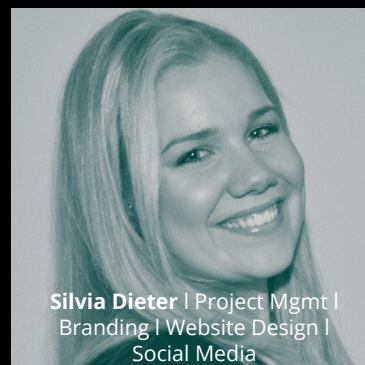
Austin Leggett | Founder
Creative Direction |
Photography | Graphic Design



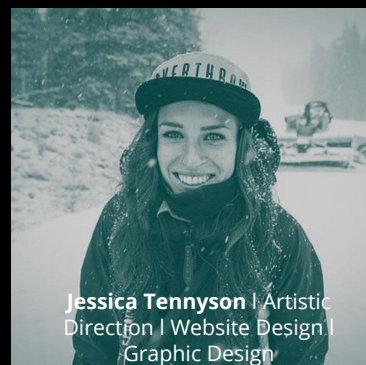
Rand Jenkins | Founder | Biz Dev
| Social Media | Public Relations |
Special Events



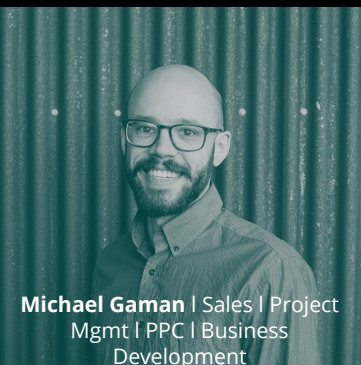
Sydney Bingham | Project Mgmt
| Website Design | Graphic
Design | Email Automation



Silvia Dieter | Project Mgmt |
Branding | Website Design |
Social Media



Jessica Tennyson | Artistic
Direction | Website Design |
Graphic Design



Michael Gaman | Sales | Project
Mgmt | PPC | Business
Development



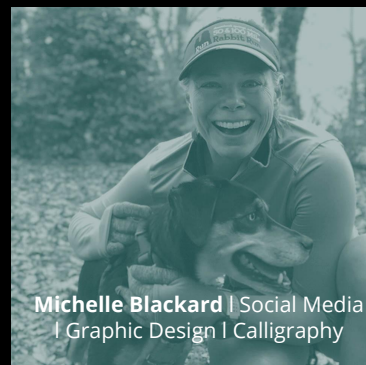
Nick Kogos | SEO | PPC | Website
Design | Content Writing



Aaron Pavich | Graphic Design |
SEO | IT



Stephen Campbell | Business
Development (East Coast)



Michelle Blackard | Social Media
| Graphic Design | Calligraphy



MOUNTAIN
MOJO GROUP

PROUDLY SERVING OUR AMAZING CLIENTS
Since 2015

Website | Graphic Design | SEO/SEM | Social | Photo | Video | PR | Strategy

YOUR TEAM

For Today

Michael Gaman

Marketing Strategist, PPC Expert, Website Developer, Social Media Strategist, Head of Business Development, and Visual Artist

Rand Jenkins

Marketing Guru, Small Business Advocate, Content Writer, Public Relations Director, Philanthropist, Serial Entrepreneur



THE **AGENDA**

For Today

What we're going to cover in this presentation:

- Innovative Approaches
 - Messaging First
 - More Digital
 - New Services
 - New Channels
 - Cost Savings
- Q & A with the Team





INNOVATIVE APPROACHES

April 28, 2020

MountainMojoGroup.com

(928) 440.5301

info@MountainMojoGroup.com

MESSAGING FIRST

Say What?

Focusing on retention first:

- Empathy
 - Treating your customers like neighbors
 - Treating your employees like family
 - Treating your store like the community
 - Reviews
- Speaking to essentials and ways to ease the pain
- Stick to the basics, like store hours
- Partner with community efforts
- Take a chance and predict the future



To all our athletes, teammates and friends across the world, your health is what matters most.

In support of the worldwide effort to keep our communities safe, we have decided to close stores in select countries through March 29.

Our doors may be closed, but our brand remains open and committed to fostering a spirit of unity and connection around the world.

To help us stay connected, you can find us online via [adidas.com](https://www.adidas.com) and the adidas App.

This is a tough time – let's look after each other, our families and our communities.

A TV ad campaign featuring people eating KFC's fried chicken and sensuously licking their fingers has been paused in light of the outbreak.



Adidas closes stores and sends a empathetic letter to its customers.

I really enjoy shopping in your store and have been for years but I was very disappointed to see that only a handful of your employees were wearing masks. You should be setting an example and require your entire staff to be wearing masks. I will be shopping on line until this pandemic is over because of what I saw in your store today.

TUE 11:11 AM

Thanks Pieter for reaching out. First off, thanks for shopping local! We really appreciate and share your concerns for both our team and our community. To better explain our current situation, we are diligently following the CDC rules and recommendations for a safe work environment. All HornCo associates are given the option of wearing masks for their and our customer's increased potential for safety. Approximately half of the staff has chosen to wear the extra protective gear, the other half find that it actually increases their risk of infection by constantly having to touch their face by adjusting their mask. Regardless of their choice, they are constantly observing safe distancing, proper sanitizing and hand washing rules. We are taking this virus very seriously with every community member interaction. Your concerns are very valid and shared by many of our customers which is why we have created a curbside pickup and free delivery system for Flagstaff citizens that are not comfortable coming into the store. We would love for you to consider this option for your hardware shopping needs. Thanks again for coming in and supporting Flagstaff's only locally owned and operated hardware store.
Todd Callan
Chief Operating Officer

Thanks for the note, I really appreciate you getting back with me. I try to keep shopping local if I can.

Flagstaff local hardware store received comments and reviews about staying open. They responded perfectly with empathy, appreciation, solutions; an overall thoughtful response.

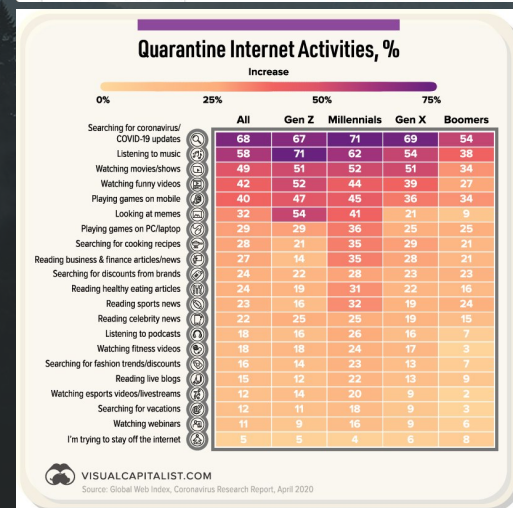
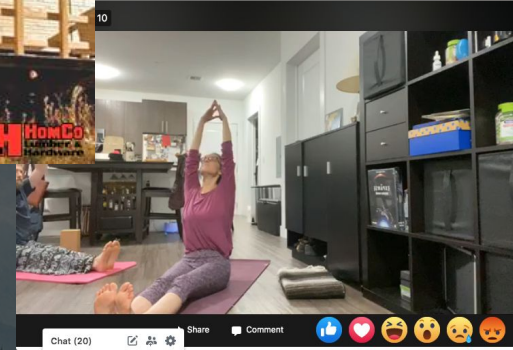


DIGITAL PIVOT

Opportunities

Let's get digital:

- Promote a specific product, service, special or that is relevant right now.
 - Retailers: Pick-up / Delivery, office equipment, furniture, headsets, food delivery, essential items, hobby stuff
 - Professionals: Streaming webinars, web-training, web conferences
- Promote the brand:
 - Video ads with a lot of personality and low production value are high impact in the local community
- Dominate on Facebook ads
 - Many industries and many competitors pulling back on ads have reduced Cost Per View (CPvM), making it a great time to get a good deal on ads



NEW SERVICES

What else?

What else do you have? For retail and service businesses? What is already a part of your process that you can manufacture? What can you distribute? What else are you good at? What else is your team good at?

Examples:

- El Che Steakhouse opened a popup butchers shop, selling raw cuts of the USDA Choice meat they normally serve. All online. Curbside pickup.
- Evo Entertainment converted their parking lot into a drive-in movie theatre. It opened a fortnight ago to *Spider-Man Homecoming*. Every show since has been sold out.
- Shake Shack launched “DIY burger kits” with a free cooking tutorial. Now everyone stuck at home could recreate their legendary Shackburger.
- [Hownd voucher programs](#) (Buy Now, Visit Later) and gift cards
- Whole new business altogether. [The Drive-In at Schnepf Farms](#)



NEW SERVICES

Cont.

What else do you have? For retail and service businesses? What is already a part of your process that you can: manufacture? what can you distribute? What else are you good at? What else is your team good at?

Examples:

- Distillery to hand-sanitizer - Canyon Diablo Distillery
- Bookstore selling gift boxes/packages (Changing Hands Bookstore)
- In response to UK schools being cancelled, fitness instructor, Joe Wicks started live-streaming 30-minute "P.E." classes every morning on YouTube. (6 weeks in 35 million views and counting)
- New Balance announced they were switching production from shoes to masks with a word-perfect Instagram post - "Made shoes yesterday. Making masks today."



Doug Ducey
@dougducey

Flagstaff's Canyon Diablo Spirits and Distillery delivered 36 gallons of hand sanitizer to Tuba City Regional Health Care — providing vital supplies to the Navajo Nation.
[@TubaCityHealth 5/](#)

10:52 AM · Apr 23, 2020 · [Twitter Web App](#)

8 Retweets 42 Likes

Customized Care (and Self-Care) Packages for Booklovers

Send love, send books and gifts, and support Changing Hands until we re-open to the public!

Reach out while "social distancing" by sending Booklover Care Packages to friends, family, co-workers, employees—anyone at all, including yourself! Because when a reader is stuck at home, what's better than book mail? Choose from our curated list, or answer a few questions



Made shoes yesterday.
Making masks today.



NEW CHANNELS

Where now?

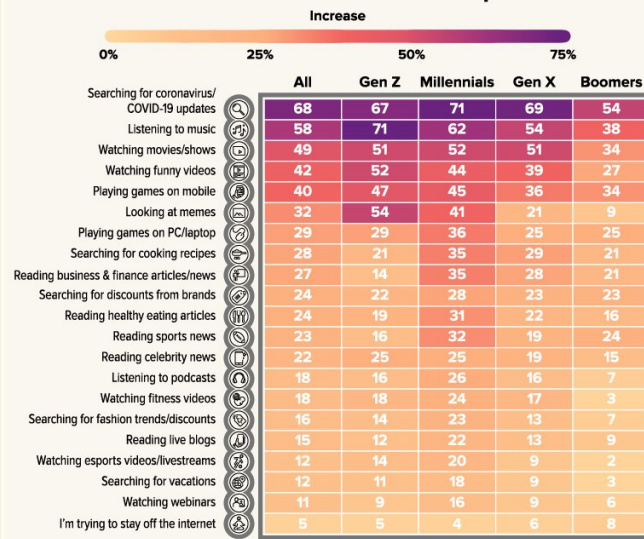
Let's get digital by:

People have changed their habits and the media they consume. Meet them where they are.

- Video on social media - selfie videos are easy to produce and consume
 - Sound is crucial
- Streaming music ads
- Adding new content: DIY -> Pinterest, Blogs, Videos
- Zoom or other web conferencing



Quarantine Internet Activities, %



VISUALCAPITALIST.COM

Source: Global Web Index, Coronavirus Research Report, April 2020

COST SAVINGS

Spend Less Make More



The long term savings of a short term pivot. Sometimes the best way to gain cash flow is to cut costs.

- Going remote reduces overhead, office space, utilities etc.
- Incorporating new processes (e.g. online ordering, communications) makes you more efficient
- New subcontractor workforce (e.g. filling a talent vacuum), replacing FTE with Subs
- New product / service offering (e.g. digital offering)
- Doing less with more, challenging your team to find ways to save
- Renegotiated vendor agreements (considering long term relationship)
- Strategic partnership consideration
- Reduced commute time makes for happier team members





FINAL QUESTIONS?





THANK
YOU!