

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





Marketing Fan

The right marketing activities



Are you are using
the right marketing
mix for your
customer base?

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62.01

CUSTOMER RELATIONS /Marketing

DECISION SHEET

v2.2.1

Job to be done

The company can choose between different kinds of media to communicate its message and profile.

By getting an overview of the media possibilities, we can make the most suitable marketing mix for our customer groups.

How to do it

Start by going through the listed marketing media. Next, tick off how useful you think each media is for a marketing campaign right now.

Continue by noting which specific customer group(s) each media should be used for. Then decide how exactly you want to use the media.

Finish by figuring out how much it would cost to use each media in your marketing campaign.

Next Step

- Start making the materials you need for the marketing media you have given the highest priority.
• Calculate the total costs of your marketing mix.
• Make action plan for the marketing campaign.

Licensed to:

Developed by:



Marketing Mix Choose media and message for your customer segments



Table with 6 columns: MEDIA TYPE, MARKETING MEDIA, PRIORITY (Check 1-3), FOR SPECIFIC CUSTOMER GROUP, HOW TO USE MEDIA (publications, message, timing etc.), EXPECTED COSTS. Rows include Advertising, Digital & printed material, Online media presence, Direct marketing, Publications, and Promotion.

Date:

Name:

Company:

growthwheel.com

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Identify key focus areas for deeper planning.



30-60-90 Days Plan
Next Step

FOCUS AREA	DECISION	PERSON	30d	60d	90d	

FOCUS AREA	ACTION	PERSON	30d	60d	90d	

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GrowthWheel®

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

Marketing to Return Stronger



Do this

- Prioritize health and safety
- Be positive
- 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
- Nothing
- Stay the same
- Post without having someone review it – ask how does this make you feel?

Do this



Display posters inside and outside. Turn images into 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

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



Stay home if...

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



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 anytime.

SOURCE: CDC.GOV

#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.

Source: canva.com



Do this



Craft engaging emails to stay connected with your best customers

Top Sellers Tasting Kit



Top Sellers Tasting Kit!

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

Source: Superstition Meadery |



Do this

Let customers know what you are doing to limit the number of patrons at one time in your store.

Source: [Bon Appetit](#)



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
- Budget for online Pay Per Click advertising on Google, Facebook, Instagram
- Continue with your radio and print advertising
- Create Special Offers that use creative terminology.
- Continue asking for online reviews on Facebook, Google, Yelp, Trip Advisor

Source: <https://thriveagency.com/news/10-digital-marketing-ideas-to-consider-during-the-coronavirus/>



Do this Marketing Ideas



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.**

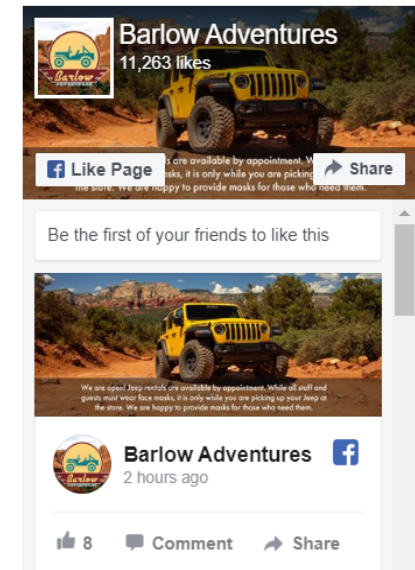
We also recommend that you send us your required documents (driver's license and auto insurance information) by phone pic or email scan in advance of your reservation to minimize your check-in time.

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



Update your website with the new protocols you are using

Source: <https://barlow.us/>



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

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.... 😊



Cottonwood Old Town Association ▸ Old Town Cottonwood Arizona

May 7 at 9:58 AM · 🌐

Pizzeria Bocce Old Town Cottonwood Arizona Visit Cottonwood Arizona

#TOGOOldtownCottonwood ❤️



Facebook post





Lisa Dahl

20 hrs · 🌐

Many businesses have not chosen to honor the safety guidelines put up by the CDC and the pledge from the Sedona Chamber of Commerce that we were all supposed to abide by after reopening for dine-in.

No one wants to get back into the business more than we do at Dahl Restaurants. However, our moral responsibility to not let the virus infiltrate our town was one that we take very seriously. Sadly, there is a very good chance that it's already too late as we are seeing the numbers spike here in Arizona due to the negligent actions from businesses here in Sedona. The minute that the governor allowed us to ease back into business was not meant to be an excuse to have a feeding frenzy rather than an opportunity to align our town as a model for responsible behavior.

I am disappointed as a passionate restaurateur and lover of the hospitality business to see how some businesses can't even realize that just a little patience, safe practices, conscious distancing, in the long run, will keep us from closing the doors again. Please rethink your business practices and put your employees, patrons, and all of our health first before profits.



Start an online conversation



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



You, Anita Marcus and 360 others

108 Comments 21 Shares

Like

Comment

Share



David Burrola
AMEN! 🍷🍷🍷❤️
Like · Reply · 20h

Jan-Marie Moullen
I know; saddens me as well. Thank you for taking time and stepping slowly forward
Like · Reply · 20h

Sarah McLean
Slow and steady.... 😊
Like · Reply · 20h

Jerry Gilden
I know this must be difficult times for you Lisa and I support you for being the awesome restaurateur and entrepreneur that you are. I hope that these difficult times pass quickly and your efforts are rewarded with success and appreciation for out comm... See More
Like · Reply · 20h · Edited

Claire Daniels
Jerry Gilden Well put & I totally agree with his sentiments. 💜🤗 to you, Lisa Dahl & Jerry & give your honey a hug from me!
Like · Reply · 13h

Michele Brigance Beebe
Well said and I am hopeful your point is taken seriously. We are coming up to Sedona next week for a night and we plan on dining at your terrific restaurant. ❤️
Like · Reply · 20h

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





That Brewery - Cottonwood is at That Brewery & Pub.

May 13 · 🌐

Carefully but surely gettin' back to business.
Thanks to all of our loyal customer for your support.
WE LOVE YOU!

#SawTHATBeer #ChooseAZBrews #THATBreweryCottonwood
#THATBreweryPine #KeepArizonaBrewing #DirtyVerde #RoadRashIpa
#THATStrawberryBlonde #AZtrailAle #FossilCreekIPA



👍❤️👤 Debbie Garrison, Christian Del Rio and 82 others

4 Comments



Be Positive



Social Spin Laundromat
May 21 at 11:19 AM · 🌐

#socialspinaz is offering washable face mask delivery service. It's cost-effective, convenient and caring!
Call or message for more info.
We promise to #WashwithCare!

WASHABLE FACE MASK DELIVERY SERVICE



LEARN MORE
602-551-8225



👍❤️👏 12


2 Shares

Social Spin Laundromat
March 29 · 🌐

#socialspinaz #laundromat is open, every day, even through these challenging times.
We're in this together with #cleanclothes on, of course!
#washwithcare #dignity #essentialservice

WE'RE OPEN
6 AM - 9 PM
7 DAYS A WEEK

Dignity.
Essential, every day.



❤️👍 8

Be Timely

 **CO+HOOTS Phoenix**

May 20 at 12:43 PM · 🌐

The CO+HOOTS team is staying safe and stylin' with our new masks. Want to look cool and protect your community? Get you face mask at cohoots.square.site 😊

Thanks for the amazing print job ThinkPro Graphics and Printing 🎧

<https://cohoots.square.site/>



 7

1 Comment · 4 Shares

How can You Pivot?

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/](https://gotwetwedry.com/our-blog/)



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 📌... See More



👍❤️ 5

1 Share



Thank You



YC.EDU/SBDC
(928) 717-7232

