

Strategies for Success



Engaging Your Fan Base About Safety

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Source Note: Parts of this presentation are credited to the McKinsey and Company article written by Fabricio Dore, Oliver Ehrlich, David Malfara, and Kelly Ungerman: *Connecting With Customers in a Time of Crisis*



Why Safety First?



Safety is:

- The first step to building consumer confidence
- Builds credibility for your business
- Minimizes risk to staff and customers
- Strengthens internal business practices
- Generates stability
- Allows you to prioritize other key strategies for recovery

Enter in the Chat:

Why do you think safety is important to your business strategy right now?



Timely Themes



Secure Personal Safety



Provide Emotional Connection



Show Empathy



Make Lasting Connections



Think and Act Digitally

Which of these are you integrating into your media content?



Secure Personal Safety



Maintain:

- Health and Safety
- Cleanliness standards



Continue to:

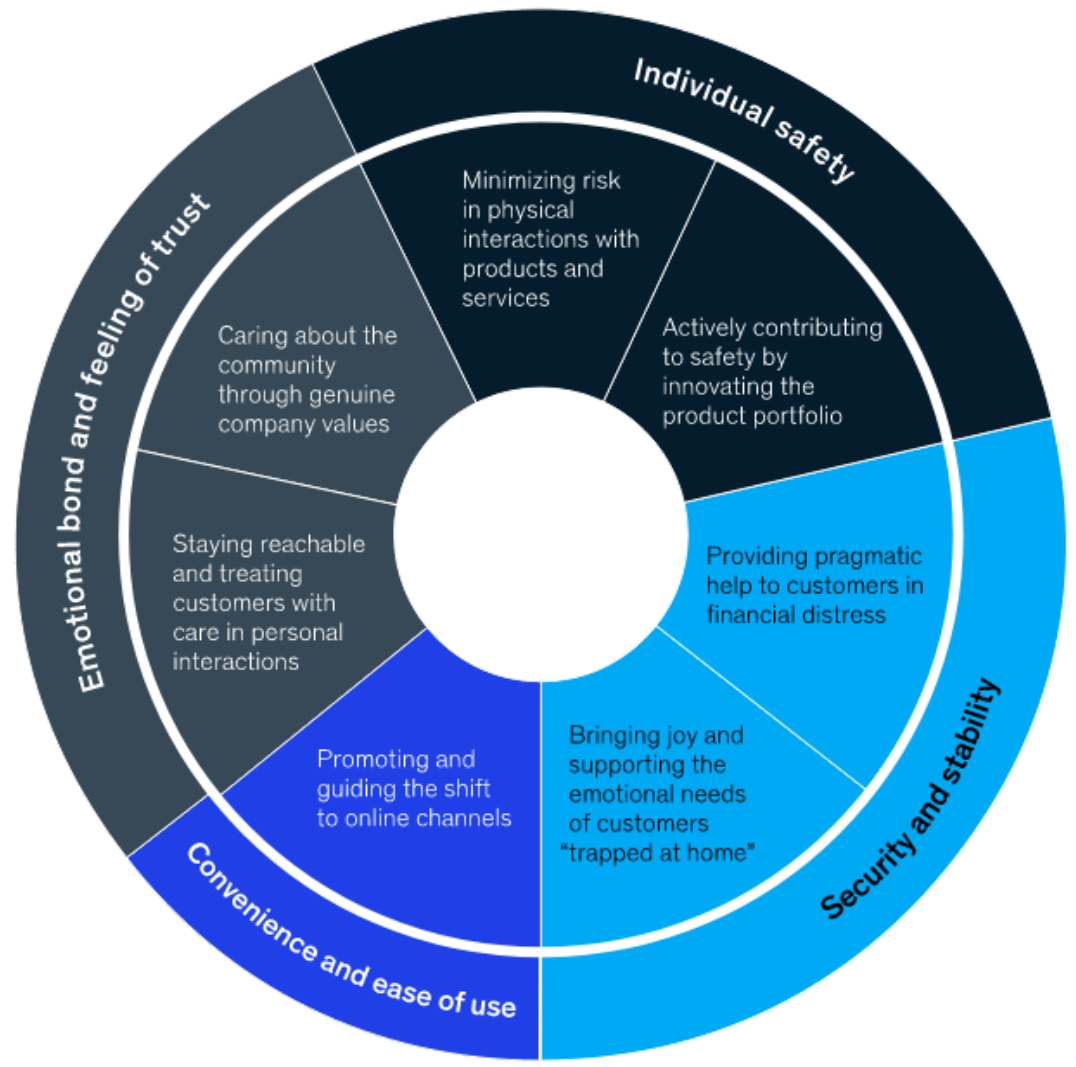
- Follow guidelines
- Train Staff
- Prioritize Health



Enter in the Chat:

What are some practices you have implemented for health and safety?

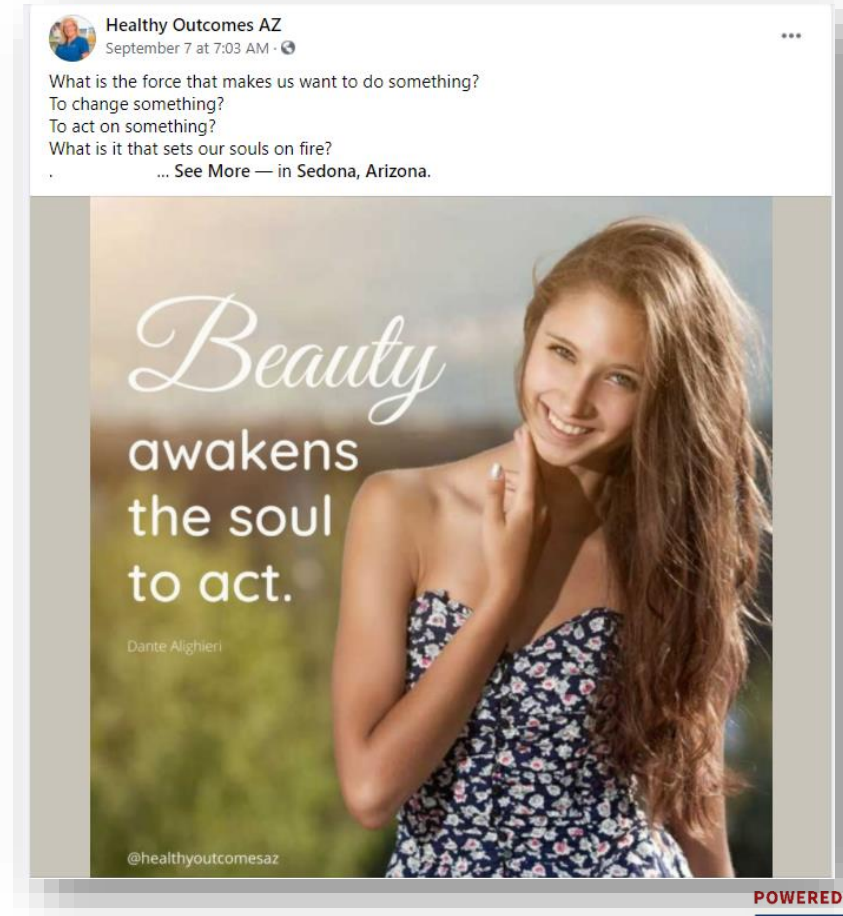
Companies can consider seven actions to emotionally connect with customers.



Bring Joy and Support Emotional Needs



- Offer new products and services that reflect a **return to normalcy**
- **Provide products/services that involve self-care, mental health, beauty**
- Highlight the fun and frivolous to distract and improve morale



Bring Joy and Support Emotional Needs

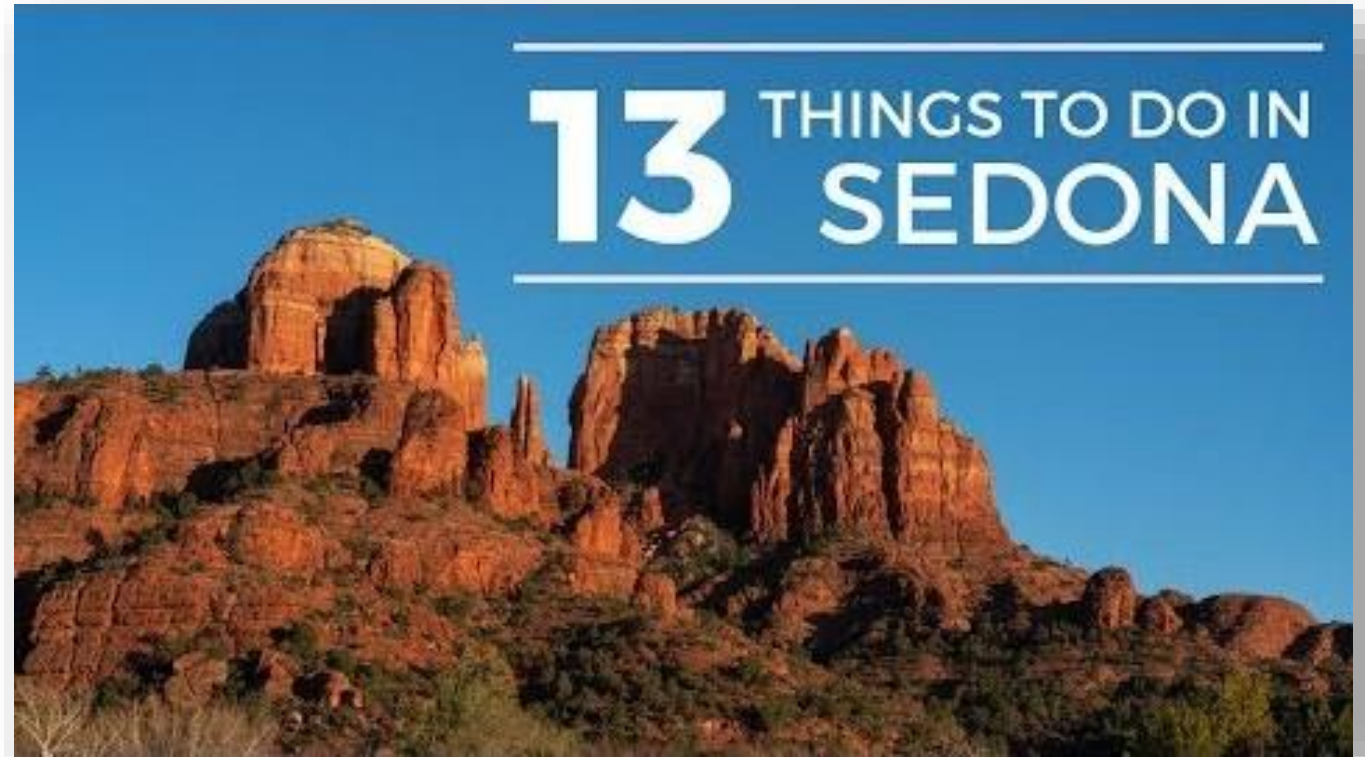


- Provide **comfort and calm**
- Offer an **unlikely experience**
- Integrate safety language and attitude

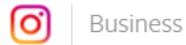
Shift to Online Channels



- Photos are good, **video is better**
- Change your marketing strategies to **enhance emotional connection**
- Create an online Marketplace



Shift to Online Channels



Getting started

- Swipe right to easily access the camera to capture and share photos and videos to your Story. Pull down to upload photos and videos taken from your camera in the last 24 hours. You can see what's in your Story by clicking "Your Story" on the left of the bar at the top of the feed.
- Drawing, text and stickers within Instagram Stories let you personalize your moment. You can also tag other accounts, and verified accounts have the ability to add links to their Stories.
- Your Instagram Story will appear in a bar at the top of Feed. People can also access your Story from your profile by tapping on your profile photo.
- With Stories, interactivity is key. These tools help you engage with your followers:
 - **Questions sticker:** Answer community questions, or ask questions of your own.
 - **Poll and Quiz stickers:** Involve your audience in engaging ways.



Provide online educational opportunities for your products or service:

<https://business.instagram.com/blog/businesses-use-instagram-stories-coronavirus>

Guest speaker:

Ustadza White, one of the Yavapai College Library Managers



Shift to Online Channels



SEDONA
ARIZONA

VISITING DURING COVID

VISITING DURING COVID

f t e

SEDONA

SAFE . CLEAN . READY

Is your business Safe.Clean.Ready? [Sign On here.](#)

The poster features a dark red header with "SEDONA ARIZONA" in white. Below it, "VISITING DURING COVID" is written in green. The main title "VISITING DURING COVID" is in large, bold, dark red letters. Underneath are three green social media icons for Facebook, Twitter, and Email. The word "SEDONA" is written in very large, bold, dark red letters, with a stylized orange and white mountain peak graphic integrated into the letter 'A'. Below "SEDONA" is the slogan "SAFE . CLEAN . READY" in dark red. At the bottom, a question is posed: "Is your business Safe.Clean.Ready?" followed by a blue link "Sign On here."

- Try out new platforms and medias, "back-burner" tools
- Consider this an opportunity to branch out and strengthen your business in the name of safety



(Safe) Authentic Personal Interactions



- Newsletters, stories, blogs
- Direct phone calls
- Personal messages and cards, think snail mail
(*Gasp)



(Safe) Authentic Personal Interactions



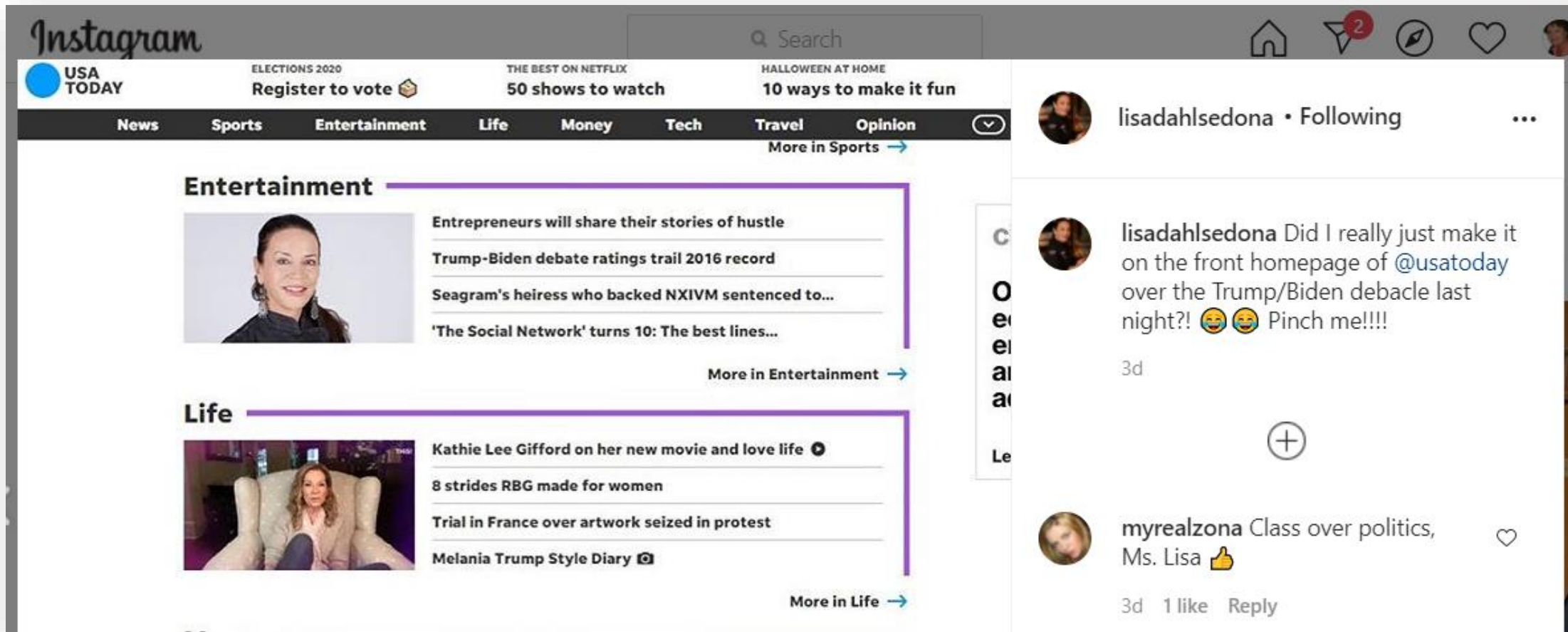
- Connecting through social platforms and chats
- Socially distanced one-on-one meetings or digital experiences



Company Values and Community



- Share your values, tell your story



Company Values and Community



Kelly Moore Artist
July 29 · 🌐

Which Wolf do You Feed? The Angry Wolf? Brave Wolf? Spiritual Wolf? I battle with this constantly as I'm sure you do but in my best moments I am a transcendent Blue Northern Wolf who has a clear North Star...#availableart #northernwolf #wolf #kellydalemoore #neoexpressionism #laart #nycart #newart #denverart #jacksonhole #art #contemporaryart #cosmicart #sedona #scottsdale



👍👍👍 2.8K

99 Comments 288 Shares

- Share your values, tell your story



Company Values and Community



Jerseys Sports Bar & Grill

August 27 · 🌐

Jerseys is proud to now sell a full lineup of Hilltop Pickling Company Products. Stop on down to see us for a pickled egg or two! #SupportSmallBusiness #NewPartnerships



44

1 Share

- Share any **new commitments** or recent community actions
- **Seek out new partnerships**



Company Values and Community



Nicki Heath

August 7 · 🌐

This is not just a grocery store receipt.

Today, I went down to MA to bring my grandfather for a medical test. When I got to his house, laying on the kitchen island was this Market Basket receipt totaling \$52 dollars. This receipt was for the groceries my grandfather, struggling with dementia, placed in his cart after taking a cab to the grocery store earlier this week. Only, when he got to the register, he realized he didn't have his wallet with him and the store couldn't authorize the cashing of his pension check that he had remembered to grab on his way out the door.

Enter Mr. Branch. Charlie is the Store Manager of Market Basket in Leominster, Massachusetts. Charlie is also a living, breathing angel. Charlie knows my grandfather from being a patron in his store for many many years. Not having funds to pay for his groceries could have easily frustrated, angered, and embarrassed my grandfather in his current state but Charlie wasn't going to have any of that. Charlie covered my grandfather's bill in FULL.

Today, I had the opportunity to personally pay Charlie back. To thank him for his kindness. To chat with him about my grandfather's circumstances and to personally look into the eyes of goodness.

In a world that is dark and broken and ugly, Charlie represents light and beauty and love.

So this is not just a grocery store receipt. This is what compassion looks like.

Thank you, Charlie, from the bottom of my heart. Thank you, @marketbasket for being the pillar you are in the community. I'm forever grateful!

#marketbasket #compassion #community #mygrocerystore #bethelight #thereisgoodness #gratefulheart #charlieisanangel #heathfamilyexperience

- Assess new **community needs**, gaps in services
- Look for ways to pivot into a **more helpful**, supportive, **empathetic** space

<https://www.facebook.com/hashtag/community>

👍❤️👍 19K

3.3K Comments 9.4K Shares

👍 Like

💬 Comment

➦ Share



Choose Your Marketing Mix & Content



G2.01



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.

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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.)				
	Web (banner ads)				
	TV (local/national)				
Digital & printed material	Radio (local/national)				
	Brochures/product sheets				
	Company presentation				
	Flyers				
Online media presence	Posters				
	Powerpoint presentation				
	Website				
	Social Media				
	E-newsletter				
Direct marketing	Blogs				
	Google AdWords				
	Direct mail				
	Direct e-mail				
Publications	Telemarketing				
	Customer visits				
	Newsletters				
Promotion	Magazines				
	White papers (case studies)				
	Trade fairs				
	Conferences				
	Product samples				
	Sponsorships				
	Merchandise				

Date:

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Identify key focus areas for deeper planning and customer-focused messaging.



Choose Your Marketing Mix & Content



G4.04

CUSTOMER RELATIONS
/Communication & PR

DECISION SHEET

v2.2.1

Job to be done

Social media give us an opportunity to get in contact and dialogue with customers and leads who we cannot reach through other channels.

By getting an overview of social media, how to use them, and what response we want from them, we can make the most of our presence.

How to do it

Start by going through the different social media and check off the ones that your company uses or should use. Note who could be the primary target group and what you want to get from being present in each platform.

Continue by coming up with examples on what to publish on each platform. Use the checklist for inspiration.

Finish by writing down the response you want or expect to get on the different platforms on a monthly basis.

Next Step

- Make specific plans for what to publish on the different platforms.
- Choose a social media management system to get your posts out automatically.
- Schedule time to monitor the activity on your own as well as other platforms.

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Social Media

Consider your presence on social media

CHECKLIST: PURPOSE OF USING SOCIAL MEDIA

- Better brand awareness
- More customers
- More customer loyalty
- Bigger engagement
- Lead generation
- Increased sales
- Positioning as opinion leader
- More traffic on website

CHECKLIST: CONTENT ON THE SOCIAL MEDIA

- Blog posts
- Other's posts
- Photos
- Product videos
- Taped interviews
- Presentations
- Activities
- Competitions
- News



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CATEGORY	SOCIAL MEDIA	USE		PRIMARY TARGET GROUP	WHAT TO GET FROM BEING PRESENT	WHAT TO PUBLISH	WANTED/EXPECTED RESPONSE PER MONTH (Visits, likes, followers, shares etc.)
		Yes	No				
Social networks	LinkedIn						
	LinkedIn Groups						
	Facebook						
	Google+						
	Twitter						
	FourSquare						
Platforms for sharing videos and pictures	YouTube						
	Vimeo						
	Vemo						
	Instagram						
	Pinterest						
	Slideshare						
	Flickr						

Date:

Name:

Company:

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Choose social platforms where can you connect emotionally with your customers.



 **Notes**
Ideas. Questions. Sketches.

Date:

Name:

Company/Project:



Make notes,
sketches, ideas
for each message
on the back side.

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