

Kelly McDonald
McDonald Marketing

HOW TO HELP & SERVE YOUR CUSTOMERS NOW
& TRANSITION TO “BUSINESS ABNORMAL” LATER

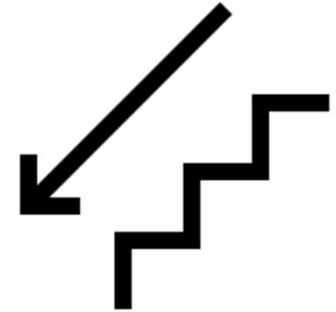
IT'S BEEN A ROUGH ROAD...

- We've been here for a year now
- Businesses dealing with numerous stressors all at once:
 - Sales & business drastically diminished
 - Laying off / furloughing staff
 - Ramping up workforce to WFH
 - Keeping WFH employees engaged and productive
 - Employees and associates who are or have been infected or ill
- For those who do sales prospecting, contact calls unavailable or unappreciated

CRISES HAVE THREE PSYCHOLOGICAL PHASES

- **EMERGENCY:**
 - Shared, clear goals and urgency make us feel energized, focused & even productive
- **REGRESSION:**
 - We realize the future is uncertain, lose sense of purpose, become tired, irritable, withdrawn and less productive
- **RECOVERY:**
 - We begin to reorient, revise our goals, expectations and roles and begin to **focus on moving beyond vs. getting by**

Most of us are here right now



THE GOOD NEWS

- The customer experience has never been more important
 - Every facet:
 - marketing, customer relationship approach, customer resources, community info & support
- *It's 100% in your control*
- Your corporate morals and values are on full display



10

10 THINGS IN
YOUR CONTROL
THAT YOU CAN
DO RIGHT NOW

#1: CONTINUE TO TAKE CARE OF YOUR EMPLOYEES

- Safety
- Cleanliness
- Prevent spread of misinformation



DON'T DENY THE OBVIOUS

We've adjusted to **weird, new social norms**:

- wearing masks, not hugging or shaking hands, standing 6 ft apart

Everything seems harder. Chronic stress makes people forgetful, irritable and impatient

Acknowledge **this is tough** and let people know it's ok to say so

There's **resiliency** in acknowledging our collective trauma and this shared situation



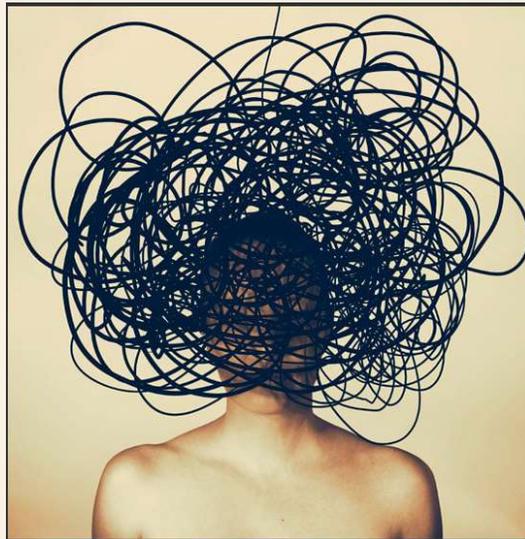
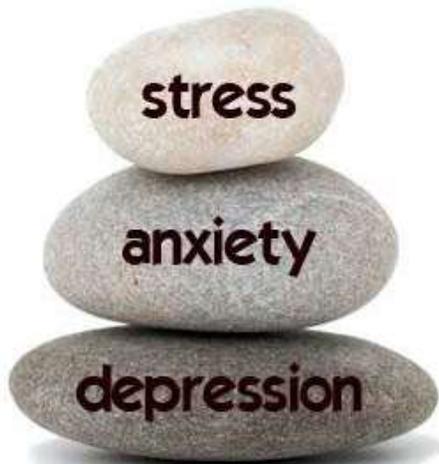
COSTCO
WHOLESALE



at least 6 feet (about 2 arms' length)
from other people.



CONSIDER PSYCHOLOGICAL FACTORS

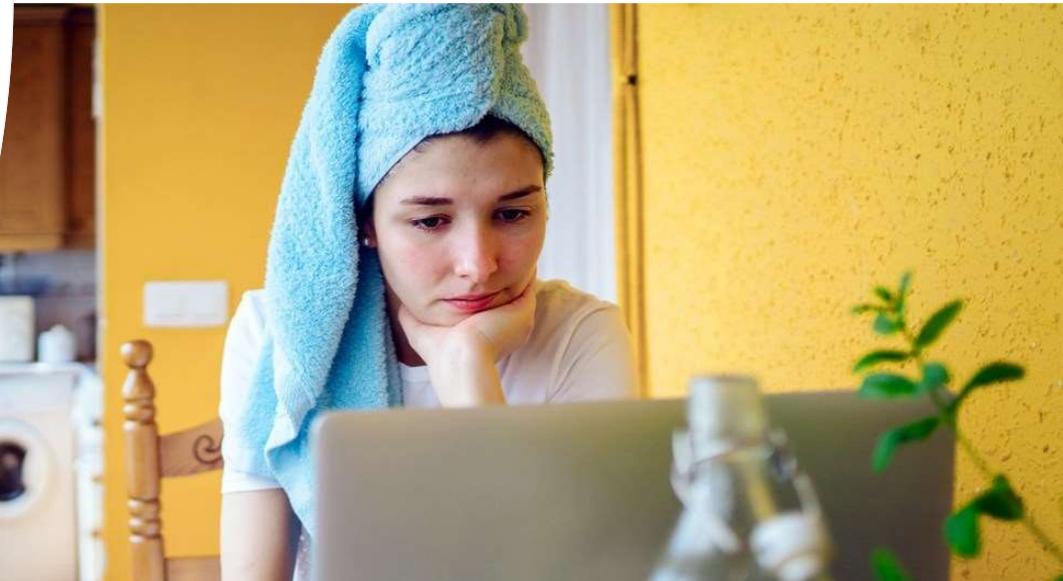


Studies show that most people say that they are experiencing some level of **anxiety & depression**

IT'S IN OUR NATURE TO BE TOGETHER

Most people crave social interaction, especially when they're anxious and concerned

Find ways for to obtain virtual connectedness when physical connectedness isn't possible



PEOPLE WANT TO BE PART OF THE SOLUTION



Pair employees - and even customers - with local community efforts to help them find ways to contribute

It helps with feelings of helplessness, hopelessness and isolation

It allows people to *do some good together*

Herald the heroes among you

**#2: KEEP SELLING,
MARKETING & PROMOTING
IN TOUGH TIMES**

ACKNOWLEDGE WHAT IS HAPPENING

Lead with optimism to re-establish hope and transparency to deepen trust

If you don't, you'll risk being viewed as clueless, tone deaf or insensitive



ASK YOURSELF: HOW CAN YOU HELP?

There's a clear need for your voice if you can offer **immediate assistance** or can **alleviate current concerns**



MILLER LITE

This ad was **skewed as tone deaf**, showing people gathering and partying, even though quarantining and staying home was advised



Miller Lite replaced it with the Virtual Tip Jar ad:

They kicked off the tip drive with a **\$1M donation** to the **Bartender Emergency Assistance Program** to help



In Concord, brand new Tru by Hilton offered to house patients if COVID cases overwhelmed hospitals



Be the
Good Guys

A motivational quote graphic featuring a sunset background with soft, colorful clouds in shades of blue, purple, and orange. The text is centered and reads:

**DOING GOOD
IS THE
NEW COOL**

BE RELEVANT & HELPFUL

RELEVANT:

A local HVAC & plumbing company is offering a discount on furnace checks & touchless plumbing fixtures:
“They’re a GREAT way to prevent the spread of viruses in your home”

HELPFUL:

Steve Madden is now marketing four interest-free installments, as low as \$3.74 per payment



STEVE MADDEN

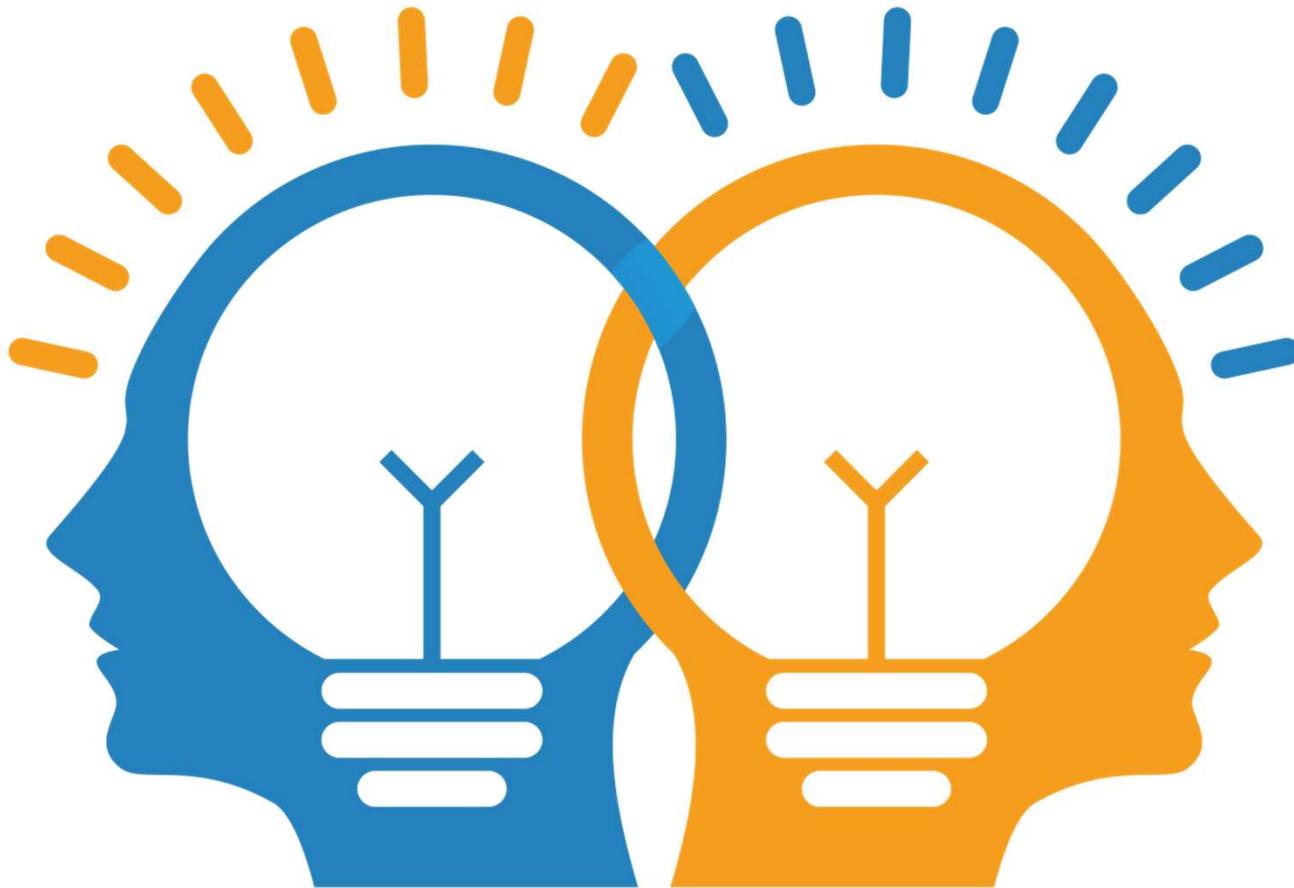
OFF THE CHAIN

MASK CHAIN \$14.95

Pay \$0 Now First Payment 2 Weeks From Purchase
4 interest-free installments of \$3.74 by afterpay

SHOP NOW

The advertisement features a black face mask with a silver chain attached to the sides. The mask is shown against a white background. Below the mask is a black rectangular box containing the product name and price. The text 'OFF THE CHAIN' is prominently displayed in large, white, bold letters. A red oval highlights the financing information at the bottom of the box.



#3:
PROVIDE
THOUGHT
LEADERSHIP

THOUGHT LEADERSHIP POSITIONS YOU AS THE EXPERT

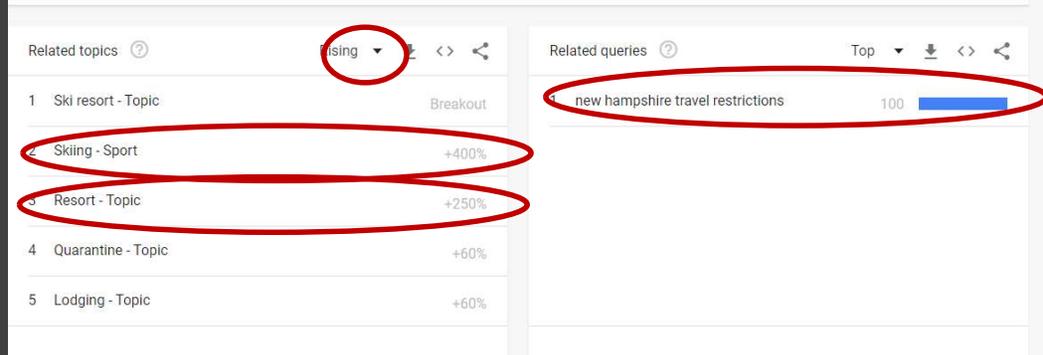
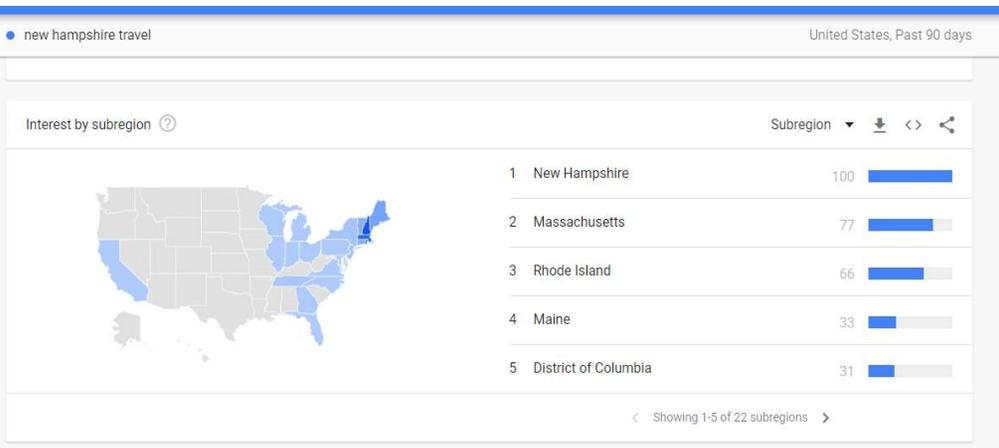
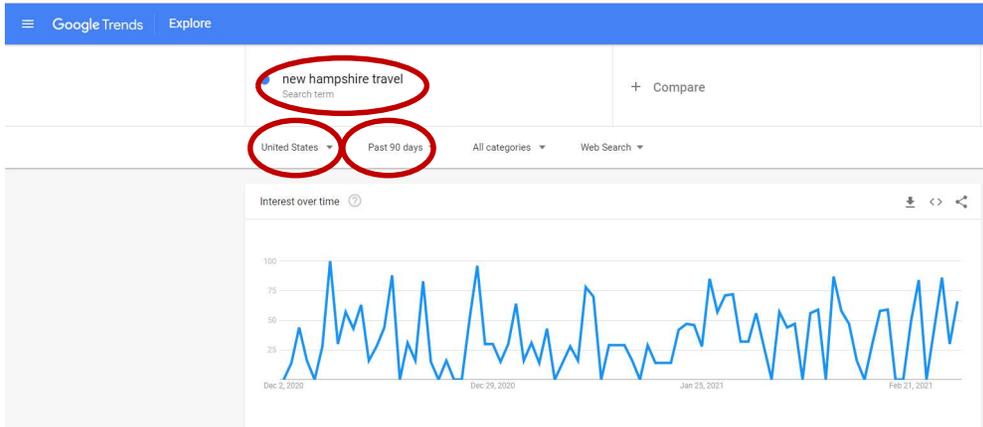
- *Find customer insights in the trenches:*
 - Which topics most concern customers and prospects right now?
 - Or which are your most FAQ?
- Then share insights, trends and solutions with your clients, guests and prospects



THE PURCHASE FUNNEL

- Thought leadership impacts **each stage of the buying process**
- Subject matter experts and solutions to problems, (rather than just products and service marketing), **generate higher levels of engagement and mid-to-low funnel activity**





new hampshire attractions

United States, Past 12 months

Interest by subregion

Subregion



1	Rhode Island	100	<div style="width: 100%;"></div>
2	Massachusetts	68	<div style="width: 68%;"></div>
3	Connecticut	36	<div style="width: 36%;"></div>
4	New Jersey	11	<div style="width: 11%;"></div>
5	New York	9	<div style="width: 9%;"></div>

Related topics

Rising

1	Vermont - US State	Breakout
2	Mount Washington - Peak in New Hampshire	Breakout
3	White Mountains - Mountain range in New Ha...	+300%
4	Connecticut - US State	+100%

Related queries

Top

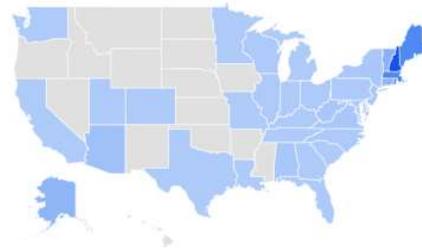
1	new hampshire tourist attractions	100	<div style="width: 100%;"></div>
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White Mountains

United States, Past 90 days

Interest by subregion

Subregion



1	New Hampshire	100	<div style="width: 100%;"></div>
2	Maine	55	<div style="width: 55%;"></div>
3	Massachusetts	55	<div style="width: 55%;"></div>
4	Rhode Island	49	<div style="width: 49%;"></div>
5	Vermont	22	<div style="width: 22%;"></div>

Showing 1-5 of 35 subregions

Related topics

Rising

6	Winter - Topic	+500%
7	White Mountains - Mountain range in Arizona	+350%
8	Tubing - Recreation	+250%
9	North Conway - Topic	+200%
10	Cottage - Accommodation type	+160%

Related queries

Top

1	white mountains	100	<div style="width: 100%;"></div>
2	white mountains new hampshire	21	<div style="width: 21%;"></div>
3	white mountain national forest	5	<div style="width: 5%;"></div>

TIPS FOR TAKING KIDS SNOW TUBING *winter vacation fun*



Competition and Teams
Ski Patrol
Questions?
Gift Cards

Have you ever been snow tubing at Blue Mountain Resort? If the answers is no, we bet you have some questions before you coast down the hill. This page will help to answer some of the most frequently asked snow tubing questions. If you have any additional questions please use the live chat feature to chat with one of our representatives.

Snow Tubing FAQs

A signed release is required for ALL snow tubing participants (parent/guardian signature is required for ages 17 & under):

- When are the Snow tubing Sessions?
- How do your snow tubing tickets work?
- Age, Weight and Height
- Can my child ride down with me in a single-tube tube?
- How early should I arrive for my snow tubing session?
- Do I need to sign a snow tubing release form?
- What is included with our tubing ticket?
- What food/drink is available?

Be sure to dress in warm layers. Snow pants & jacket, boots, gloves, a hat, scarf, good socks, a base layer and mid layer (even optional) are recommended. Bring a jacket with a zipper pocket or one sleeve to store your tubing ticket. Read about best practice for storing your tubing ticket bags. No cell phones are permitted at the Tubing Park. Consider wearing sunglasses or goggles if you are concerned about cold wind in your eyes.

Can we link single-tube tubes together?

[What to Expect During Your Snow Tubing Visit](#)



#4: MARKET WHAT MATTERS

CREATE ON-DEMAND, FREE WEBCASTS

- Host it live and record it
- Keep it short – 10 – 15 mins is a good goal
- Invite followers, customers, guests and the public to bring their questions and issues and you'll answer them
 - Especially effective when guests can get advice on their pressing questions
- Subtitle the recording
 - we use REV.com – fast and inexpensive
- Post it on all your communication platforms, send to all your clients and community leaders



#5:

DON'T RULE OUT UNORTHODOX APPROACHES / IDEAS

If it solves a problem, do it



Catholic priest in Detroit
squirted Holy Water at
churchgoers during
socially distanced service

Father Tim Pelc said he's been amazed at how widely the photo has been shared:

"It even had two hits in the Vatican, which sort of concerned me, but I haven't heard anything yet."



ANYTHING THAT SOLVES A PROBLEM IS WONDERFUL

Colorado restaurants offering take home meal kits

The meal kits range in price depending on the restaurant and the recipe.



#6: KEEP IN MIND: PERFECTION IS THE ENEMY OF SPEED

- It's more important that you **DO something** than that you do it perfectly
- This **IS** the time for creativity and experimentation – ask for your team's help in brainstorming ideas to serve customers or build in business resilience
- Getting it done without bells and whistles beats shooting for the moon
- Goal: to be **nimble** and prepared to **adjust on the fly**



“You have to be able to adjust on the fly, and that is what the great ones do”

- Andre Ward, professional boxer, retired in 2017 with undefeated record

CONNECTING WITH
CUSTOMERS & PROSPECTS NOW



#7: PERSONALIZED COMMUNICATION IS CRITICAL RIGHT NOW

- Video conferencing and phone calls are the most common connection points now, but **let customers and prospects dictate** what method they would like to use for communication
- “Zoom Fatigue” is real
- Engage in whatever manner is best for them:
 - Phone call or video call?
 - Email? Text?
 - Morning or afternoon appointment?
 - Meet at Starbucks and walk & talk



BE MINDFUL OF YOUR APPROACH

DON'T contact your customers and prospects and ask, "How's it going?"

"So Abe, aside from the gunshot, how was the show?"

Your customer may just need to talk, and the most value you may be able to provide is just to listen

APPROACH WITH EMPATHY – AND SLOW DOWN



Uncover a new pain point

You may be selling the same product, but understand it may now be solving a different pain point

- **Slow down**

- people talk much faster on virtual calls

DELIVER VALUE FROM THE FIRST MINUTE

- **Start a meeting or conversation by providing value** – people are slammed and don't have time – or patience for “chit chat”
- Ditch the “what’s keeping you up at night” questions. Instead, lead with the unique perspective you have from dealing with dozens of customers and companies or a challenge you’ve identified and how you’ve solved it
- Example: ***“We’ve been getting a lot of questions around vaccination passports and best practices lately and I wanted to talk with you about ways we are working through that with our customers.”***
- This creates a safe space for prospects to admit they have a problem



ILLUSTRATE & INVOLVE

- To capture and keep people's attention, your sales presentation needs **significantly more animation, graphics, movement and slides** to overcome your prospect's "stimulation threshold"
- A study from Memzy states **you need roughly three times the number of slides to communicate the same amount of information in a virtual conversation as you would face-to-face**
- This doesn't mean you should include 3X the information:
 - **Buyers will only remember about 10% of what you said 48 hours later**
 - Identify your most important "10% message," and build your presentation around that

3X

10%

#8: BE “QUIETLY HELPFUL”

- Mid-sized electrical distributor in Cincinnati, sells all things electrical to contractors for construction
- Construction projects had their job sites shut down
- Their approach:
“How can we help you to be better prepared for your reopening?”



#9: SHOW STRENGTH, EVEN IF YOU HAVE TO FAKE IT 'TIL YOU MAKE IT

- Don't deteriorate in front of your customers - show how you're there for them, now more than ever
- They shouldn't notice an interruption in the way they've always done business with you
- That may mean you can't cut in all the places you want to cut. Or you may need to intensify your efforts to ensure you deliver the best experience
- Instill confidence in customers:
 - provide them with the means to cope with the situation
 - furnish the right information
 - go above & beyond to help them
 - be empathetic and prioritize the customer experience





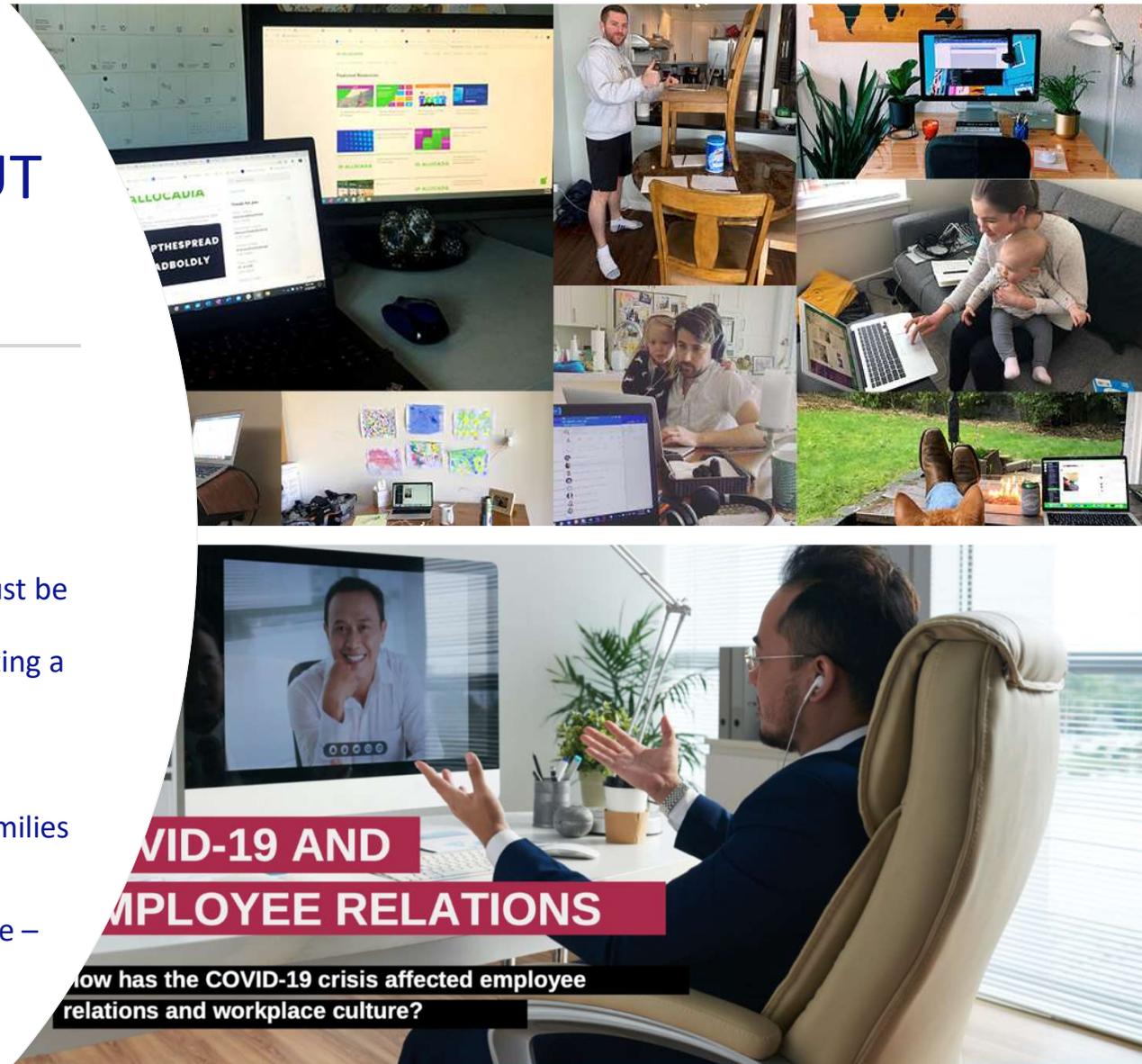
#10:
Solutions, Not Excuses

“We’ll take care of it”

PREPARING FOR THE NEW “BUSINESS ABNORMAL”

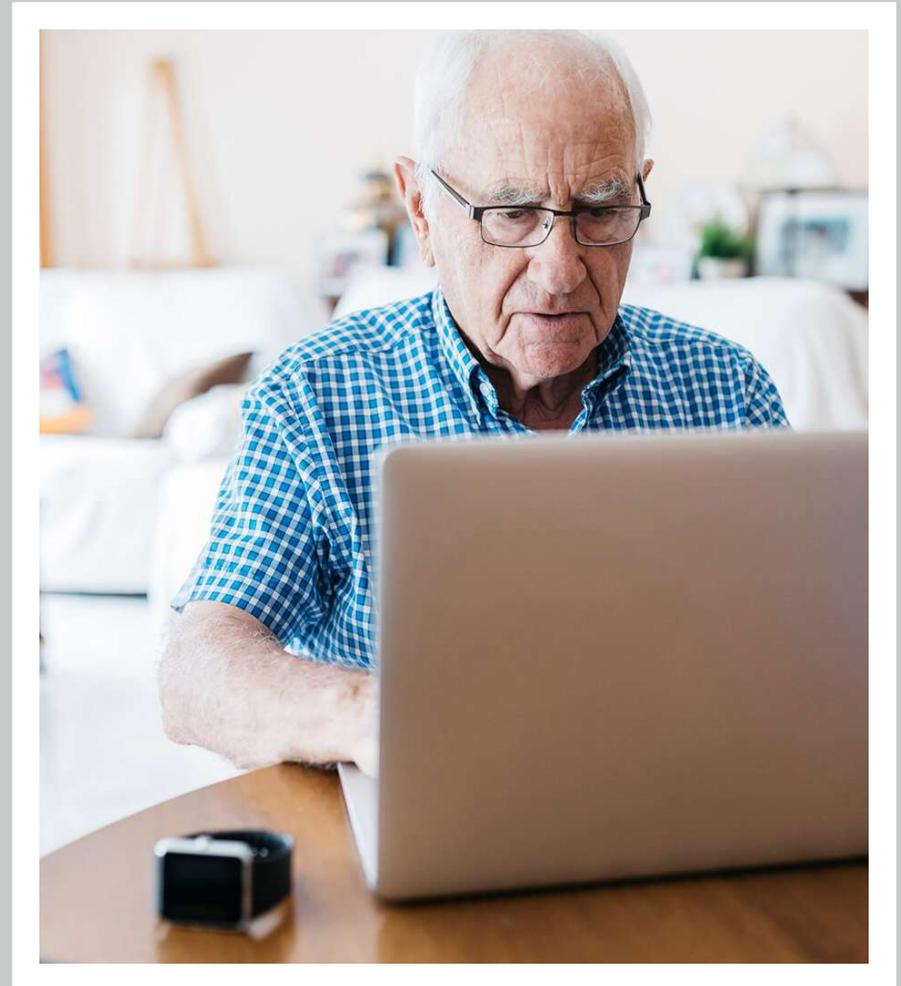
THINGS TO KNOW ABOUT THE RECOVERY

- WFH is here to stay
 - Now is the time to determine the right collaboration tools to find what fits
- Areas of weakness exposed during the virus must be addressed:
 - connectivity, future workplace tools, creating a collaborative culture, cyber security
- Better employee relations are expected, as employers showed they were safety nets for families
- Sincere messaging will be what consumers crave – and respond to



e-EVERYTHING

- **eCommerce will continue to soar**
 - Delivery - of everything - will remain in demand
 - Apps must adapt
 - More electronic booking of services/appointments online, more electronic communication with customers and suppliers
- The consumer **shift to online shopping is expected to stay**
- **Unlikely we will revert** to our old ways entirely (McKinsey)
- Three to six percentage points of online market share will be "sticky," **driven by older generations newly comfortable with digital channels** and by new consumer segments
- **REASSESS YOUR DIGITAL MARKETING ALLOCATION**



MORE CONTACTLESS CUSTOMER ENGAGEMENT

- Virtual events , electronic signatures, contactless delivery
- Businesses that have invested in **technologies that enable this will thrive**
- **Address inconsistent messaging**
 - Does what they read on your site reflect the message in the market? In a digital world, you don't have a human to provide answers. It's not DIY , but DIM now – *do it myself*
 - Imperative for businesses to make sure **digital content is consistent and aligns with what salespeople or call center staff are saying**

MANAGE EXPECTATIONS

POTENTIAL SHIPPING DELAYS DUE TO COVID-19
Due to increased demand and safety measures to keep our teams healthy we are experiencing slower processing and shipping lead times. We apologize for any inconvenience. [View Helpful FAQs >](#)

1-800-311-5393

[Chat](#)

[Contact Us](#)

[Book Virtual Appointment](#)

[The Diamond Credit Card](#)

[Sign In / Create an Account](#)

[Favorites](#)

[Order Status](#)

[Find A Location](#)



FREE SHIPPING NO MINIMUM
on every purchase >

ZALES
THE DIAMOND STORE™

[SEARCH](#)



[ENGAGEMENT](#)

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[NECKLACES](#)

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[COLLECTIONS](#)

[CREATE YOUR OWN](#)

[GIFT IDEAS](#)

[CLEARANCE](#)

Stores are opening!

We are slowly and carefully reopening stores in a way that is safe for everyone. Contact-free Curbside Concierge services are available at select locations. [Find my store >](#)

30% OFF* EVERYTHING!

[Shop The Sale >](#)

Prices marked reflect additional savings

UP TO 50% OFF*

Mother's Day Specials

[Shop Them ALL >](#)



1 2 3 4

DEVELOP A WIN-BACK STRATEGY

SHOP IN STORE

Shop Safely with Us

Our **Love Takes Care™** initiative developed with medical experts ensures a safe shopping experience for all.

FIND A STORE



Employees and guests must wear a mask. Masks must cover your nose and mouth.



Jewelry is cleaned before and after handling by each guest.



Employees health screenings are conducted every day.



Employees must wash their hands frequently.



We perform frequent cleanings and wipe down all surfaces.



Maintain a six-foot distance from others.



GET IT FAST!

Shop your local store's current inventory, make your purchase online and pick up in-store.



VIRTUAL CONSULTATION

Connect online and enjoy personal shopping service with a jewelry expert.



CHAT

Chat with Customer Service to check order status, ask a question or even place your order.



APPOINTMENT BOOKING

Book an in-person appointment at your local store or schedule a virtual consultation.



IMAGE SEARCH

Look for the camera icon, upload a photo and let our app find your style.



PAYMENT OPTIONS

Pay Your Way - Credit, leasing and payment options to fit your lifestyle.

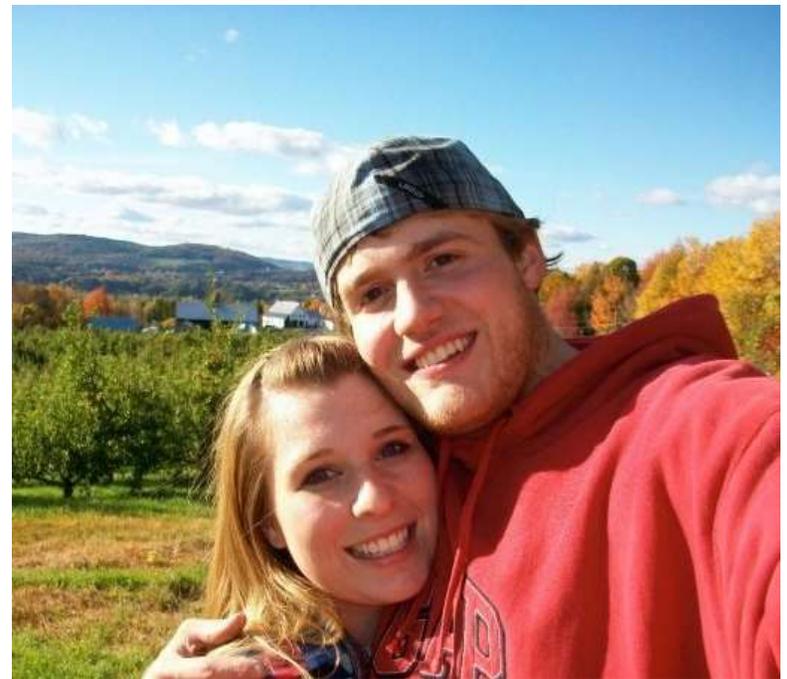
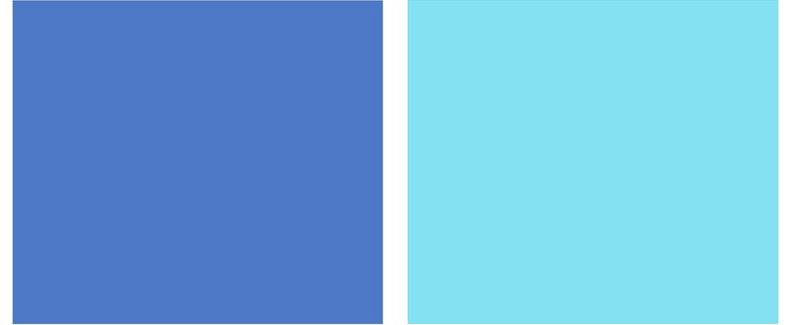


FAQS



RE-ENGAGE CUSTOMERS & PROSPECTS

- Use your social media platforms to help you build buzz and re-engage customers – get them excited about travel and adventure possibilities
- Create simple, straight-forward contests to win a prize that ties back to your business or services – *“What New Hampshire Means to Me”*
- Offer specials on seasonal passes, birthday party events, game league parties, gift cards (pay \$10 and get \$20) and holiday celebrations
- Road trips will remain popular – offer picnic packages and specials to entice road trippers to stop and spend time with you



EXPECT CONSUMER DEMAND FOR...

- Cleanliness and renewed cautiousness about health
- Clean = trust
 - make it obvious how clean your business is
 - Touchless everything
 - Hand sanitizer everywhere
 - Add a page to your website about protocols
- Communicate the process of how your associates sanitize and clean
- Companies, brands and services that offer value and trust will win
- Proctor & Gamble:
“We’re looking at a forever altered health, hygiene and cleaning focus”





BE AWARE OF OPTICS

Even as travelers and tourists venture out more and do more, there is a **keen sense of optics**: people are sensitive to the fact that many are still struggling financially, and that lavish spending may be seen as “unseemly”

Conversely, “**revenge spending**” is predicted as consumers unleash pent-up demand and say “*see ya!*” to COVID-19

There will be the need for a **balancing act**:

- Desire to **play** and party, blow off steam and celebrate
- Persistent **safety** concerns
- Desire to spend money **responsibly**, not ostentatiously

Great food, great accommodations and great times and memories will always be in demand

FINAL THOUGHTS

- To help your customers, you must **care for your employees first**
- Offering help and solving problems = relevance
- Manage expectations - *continuously*
- **Ask your customers** how they prefer to communicate now
- Remember the 5 magic words: *“We’ll take care of it”*
- Create your **“win back”** campaign now



TIME FOR
YOUR
QUESTIONS

Q and A

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consumer trends, contact
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