

NEW MARKETING IDEAS WEEK FOUR: APRIL 27



Getting Ready to Open.

The New Retail Reality and What You Can Do

1.

SIGNAGE

SIGNAGE. We all know it will be some time before retail shopping returns to normal. For a while, there will be a “new normal”. Communicating what you are doing will be important when you open the door. Consider a large banner or sign at the front door that addresses exactly what you are doing internally to ensure safety. Consider in-case signage and at point-of-sale. The point being: Make sure your customers are comfortable and know exactly what you are doing to keep them safe. This is very important for your customers, especially Boomers.

Here are a list of questions customers might have:

- Will you be required to be 6 feet away? If not, how are you handling/practicing safe distancing?
- Will your staff be wearing gloves and masks?
- Will the customer need to wear masks? (or gloves)
- Will you have masks/gloves available when they walk in the store?
- How are ensuring the jewelry is clean to touch?
- Will you have hand sanitizer available for use for every customer?
- Will you have any protective screening?
- How often will you be cleaning counters?
- Will your staff be going through any testing?

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2.

EQUIPMENT

Sanitizers, Masks and What you Might Need

What will it be like when you're open for business? Requirements will vary from state to state. However, it is likely that you will be required to have your staff wearing masks and potentially offer your customers masks. Sanitizers will need to be placed throughout the store. Need sanitizers and masks? Here's a source for ordering. Recognize most are 3-4 weeks out for shipping and delivery, So it's important to be thinking about ordering now. Of course, feel free to contact another company you know!



www.thesanitizersource.com/

3.

STAY PROTECTED

Protective Barrier Materials

Face to face interaction with customers is key for any retail jeweler. While the case provides some distance, it's not enough. You can still have these important customer conversations by adding a protective barrier like these > www.t3fm.com/2S8OTGY. It's a great way to protect both your staff and customers and will provide a sense of security for everyone!



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4.

VIRTUAL EVENT

Take Ten With....

Whether you are opening your store sooner than later, we all know that larger gatherings, events, or trunk shows may not happen for a while. And, there are some individuals who will not be mentally ready to come into a retail store that quickly. Virtual events or live streaming can replicate the in store experience. Pick some dates and consider chatting with some of your designers, who can talk more about themselves; interesting things your customers don't often get to hear about; and they can show some of their latest collections!

Setting something like this up is easy. Zoom meetings can go for 40 minutes with 100 attendees max and no limitation if you pay for it. CrowdCast and WebEx are other options you can consider, all dependent on time and participation levels.

5.

MESSAGING / SOCIAL

Business Text Messaging

The reality is your store needs to explore ways to stay in touch with customers in different ways. With events as you've known them in the past off the table for quite some time, you need to embrace the tools you have at your fingertips now. If you haven't been using Podium's business text messaging platform, now is the time to get started. This Playbook > www.t3fm.com/35bfJ6v gives you all the steps to get it in place.

Getting the store ready to open?

Consider shooting video of the staff (wearing gloves and masks) cleaning the counters; jewelry; door handle etc. to show how safe the store will be. And, as you know, video performs very well on social!