

A Fresh Start: Reopening Marketing Strategies After Quarantine



**LOWELL GRANT PROGRAM | WEBINAR 1 | AUGUST
13, 2020**

Welcome



Susu Wong, President

Tomo360 is a group of marketing and technology experts that are passionate about helping businesses and nonprofits with their online marketing. Our core competencies include website design, social media strategy and execution, Google ads, Search Engine Optimization (SEO) and other online marketing campaigns.



Agenda

Webinar 1

August 13, 2020

Operations

COVID Pivots

Website

SEO

Webinar 2

August 27, 2020

Social Media

Email / Text

Marketing

Other Tactics

#MarketingAfterCOVID





PIVOT!

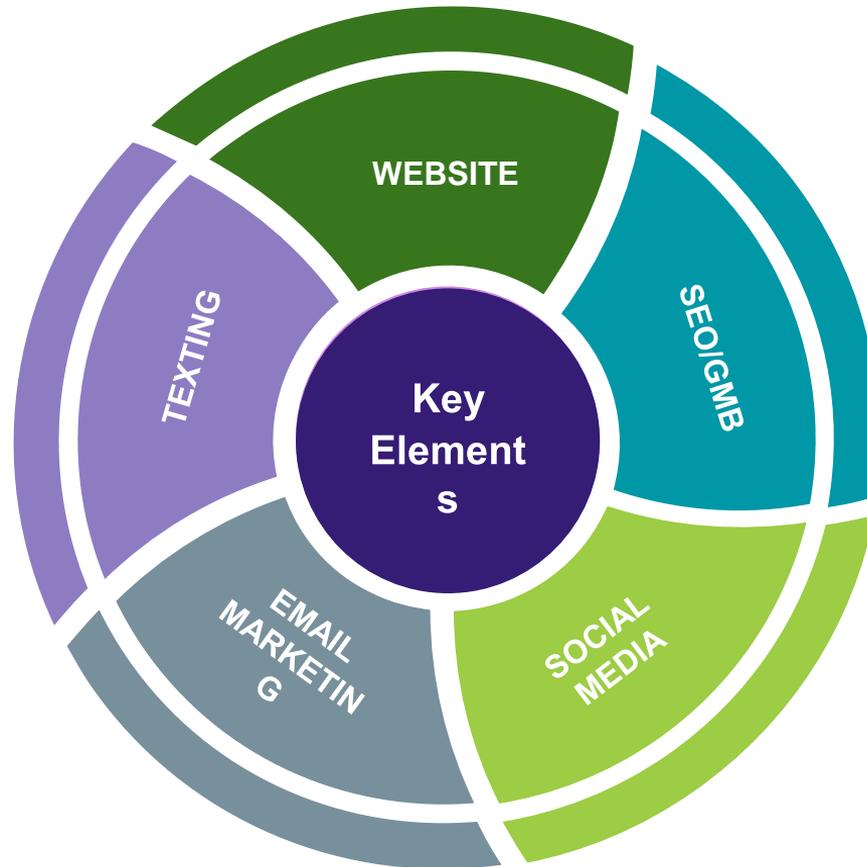
Strategy

The goal of marketing is to connect your business' value to the right customers

- What demographics make up your customer base?
- Where do they live?
- Where do they hang out online?
- How do they search for your products?
- Who do they listen to when making decisions relative to your product?



Online Marketing Strategy



BRANDING



What Can a Strong Brand Do?



- Encourage customers to buy more and at a higher price
- Go out of their way to find you
- Advocate for you to their friends
- Wait out in the cold for you
- Foster loyalty

“Your brand is what people say about you when you're not in the room.”

Jeff Bezos, CEO of Amazon



Mission Statement Examples

Enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment, which we call the Judgement Free Zone, where anyone - and we mean anyone - can feel they belong. *Planet Fitness*

Our mission is to inspire healthier communities by connecting people to real food. *Sweetgreen*

Opened with the premise of exceptional service for a fair price, Good Hair Day Salon's mission is to provide clients with outstanding salon services while making them feel among friends. It's this mantra that has earned GHDS prestige among patrons and keeps them coming back. *Good Hair Day Salon*

To deliver the best results for you and your family. *Morgan & Morgan*



Steps to Create Your Brand



The goal is to establish a recognizable brand!

- Aim to create an emotional connection with your customers
- Articulate your brand voice
- Decide on the look and feel of your brand
- Maintain consistent brand personality across all platforms



Dunkin' vs. Starbucks

DUNKIN'!



Trader Joe's



BELIEVE-EAT-OR-NOT RECIPE Stay Home Soup



- 1 package TJ's Low Sodium Organic Butternut Squash Soup
- 1 tablespoon TJ's Olive Oil
- 1/2 TJ's Yellow Onion, diced

Featured Recipe >>

FEARLESS FLYER March Flyer

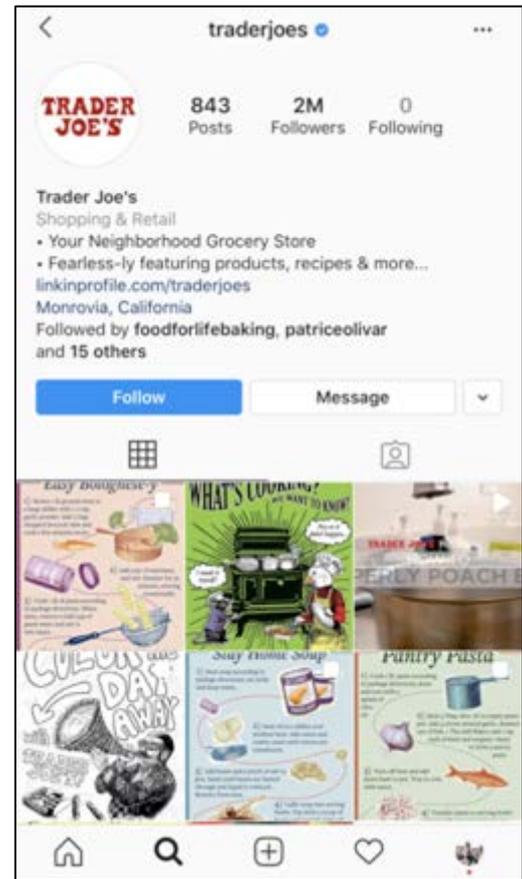


ANNOUNCEMENTS

- [Trader Joe's Stores That Are Temporarily Closed For Cleaning Related To COVID-19](#)
- [Supporting Our Customers Most Vulnerable to COVID-19](#)
- [Coronavirus Update: How Trader Joe's is Caring for Crew Members and Customers](#)

Recent Announcements >>

DIG IN How to Properly Poach an Egg



OPERATIONS

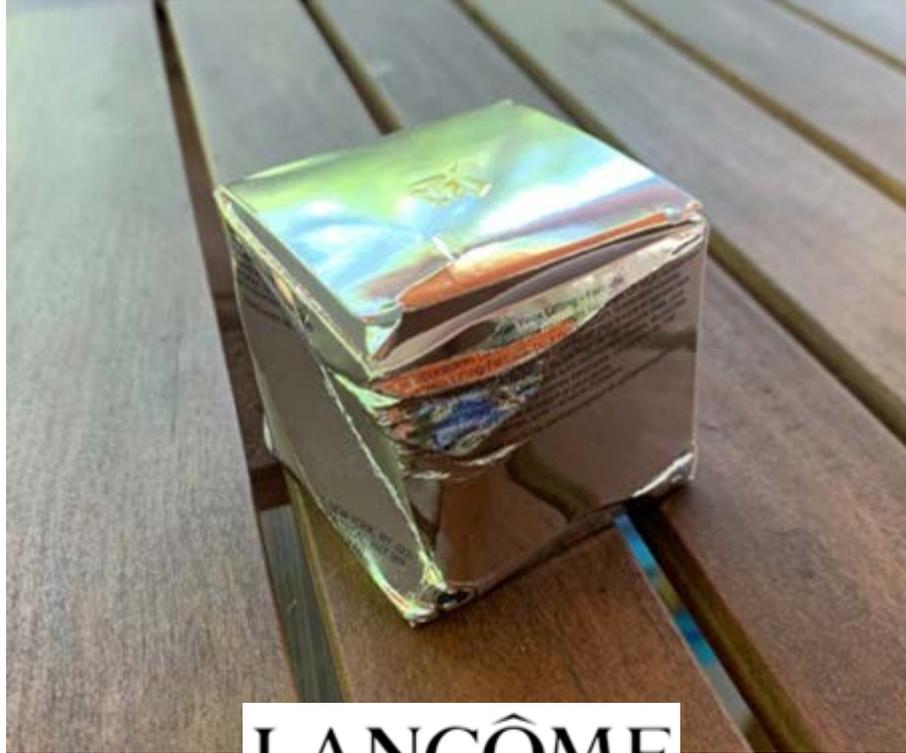


Operations



- Review all your customers' touchpoints
- Use a CRM system
- Integrate customer support across all your digital channels
- Answer customers questions quickly
- Align your supply chain

Operation MisAlignment



LANCÔME
PARIS



Increase Marketing Spend

- **43%** of consumers find it reassuring to hear from brands
- **56%** of consumers like learning how brands are helping their communities during the pandemic
- **20-30%** of potential sales may decline over the next two years if businesses lower ad spend during a recession



COVID PIVOTS



Wellness Industry

- Eliminate unnecessary contact
- Automation
 - Appointment booking system
 - Cancellations
 - Updates
 - Coupons
- Streamline your process
- Consider selling retail products
- Keep it clean
- Stay connected



Online
Booking



Take your spa on the go with our beautifully designed appointments shedule.

Book Your Treatment →



Appointment Booking Automation



Creative Cuts Plus

Welcome to Online Booking! Book appointments online with your provider of choice, view past services and rebook past appointments. If your contact information changes, quickly and easily update your profile. Set your contact preferences to text, email or phone. It's that simple.

Registered Users - Sign In!

Submit

- or -

New Users - Create an Account

[Forgot Password?](#)

508-888-4942 | ccplus@comcast.net | Creative Cuts Plus | Salon Info
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Bodyworks DW Virtual Transition

“Bodyworks DW closed **March 17**. They began offering virtual self-care appointments by **March 21**.”



Professional Services Industry



The image shows a LinkedIn post from Clarkston Consulting. The post header includes the company name, 8,116 followers, and a '+ Follow' button. The main text of the post is a promotional message for a webinar on LIMS Optimization, including a registration link. The image part of the post features a blue brushstroke graphic with the text 'JOIN US AT OUR VIRTUAL LIMS SERIES' and 'LIMS Optimization' in white, overlaid on a background image of a man in a white lab coat.

Clarkston Consulting
8,116 followers
2w • 🌐

+ Follow ...

Looking to learn more about **#LIMS** Optimization? It's not too late to sign up for our **#webinar** this afternoon at 3pm EST! Register now:
<https://hubs.li/H0sRG180>

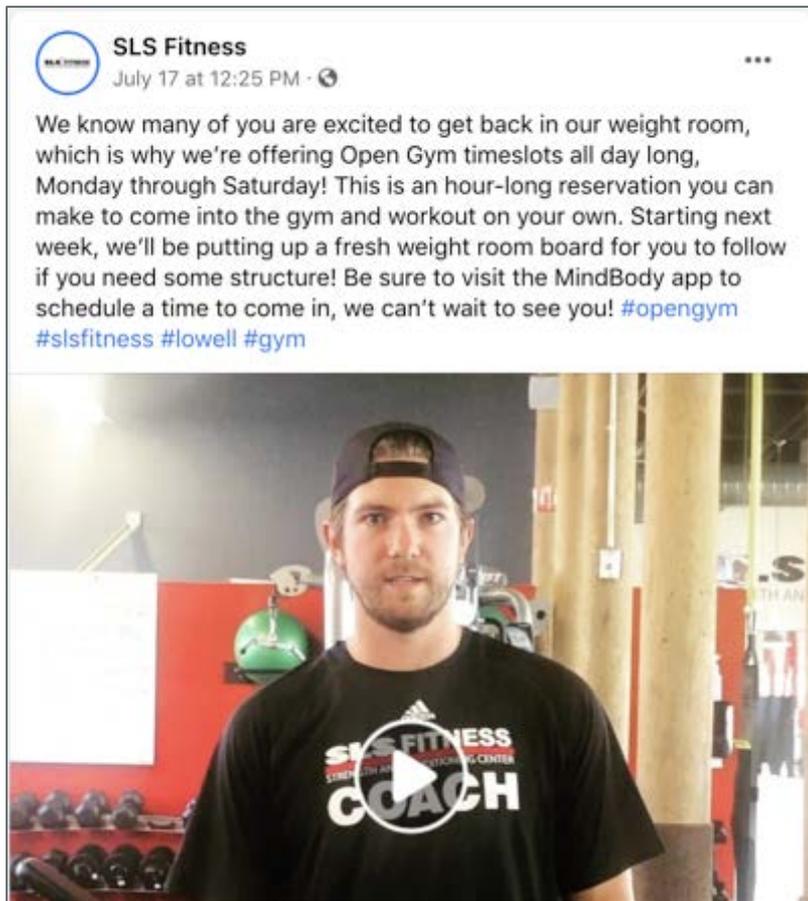
JOIN US AT OUR
VIRTUAL LIMS SERIES

LIMS Optimization

- Protect your people and your customers
- Scale digital workflows
- Rethink business model
- Manage expectations



Fitness Industry



- Automate
 - Class booking system
 - Cancellations
 - Updates
- Expand online presence
- Consider new revenue streams
 - Merchandise
 - Rent fitness equipment
 - Virtual personal training
- Opportunity to customize user experience



Appointment Booking Automation

	Sun 8/2	Mon 8/3	Tue 8/4	Wed 8/5	Thu 8/6	Fri 8/7	Sat 8/8
6 am		6:15am - 7:00am Power-Up BootKick (5) Sonny		6:15am - 7:00am Power-Up BootKick (2) Sonny		6:15am - 7:00am Power-Up BootKick (0) Sonny	
7 am							7:00am - 7:50am HIIT Box and Burn (0) Kimmie
8 am							8:00am - 9:00am Power-Up Kickboxing (0) Sonny
9 am		9:00am - 10:00am Power-Up Kickboxing (1) Diane	9:00am - 10:00am Power-Up Muscle Kick (1) Kru John	9:00am - 10:00am Power-Up Kickboxing (0) Kru John	9:00am - 10:00am Power-Up Muscle Kick (0) Kru John	9:00am - 10:00am Tabata BootCamp (0) Margie	9:15am - 10:15am HIIT Cardio Muscle with Ed Thomas (0)
10 am							
11 am							
Noon							

New Reservation ✕

Power-Up Muscle Kick Tue 8/4 9:00am - 10:00am 1

Full name *

Email *

Mobile *

Confirm Send email * Indicates required field



Restaurant Industry

- Utilize a POS system
- Seamless ordering/takeout/curbside pickup is essential
- Try online gift cards or loyalty programs to keep people engaged
- Be flexible with your offerings
- Promote a hygienic work environment



SAFETY AT BURTONS GRILL & BAR

{ B } Safe

At Burton's Grill & Bar, we are known for our dedication to providing a safe place to eat for those with food allergies. We're extending that expertise, care, and attention to detail to help create a safe space for our diners during the Coronavirus pandemic. Here's how:

ADDED SAFETY FOR OUR STAFF

All of our team members are receiving sanitation & social distance training upon returning to work. Temperatures are taken prior to the start of each shift; gloves and masks are provided to all staff members as per state guidelines. Staff is maintaining six feet of distance from guests and each other whenever possible.

The poster features a red background on the left with the text '{ B } Safe' and a white background on the right with an illustration of hands being washed and a face wearing a mask. The title 'SAFETY AT BURTONS GRILL & BAR' is at the top in red.

Virtual Event Ideas



The Megan House Foundation, Inc.
Published by Hootsuite [?] · June 1 at 11:01 AM · 🌐

Our "Fore" Hope & Recovery Virtual Golf Tournament is in full swing, 🏌️ and this time it's virtual. Get ready to golf, either at a course or at home, and show your support for the #MHF! Here's how it works:

- 🏌️ Play a round of golf, either individually or with a group between June 1st and June 15th
- 🏌️ Submit a photo or video of your golf "experience" or one of your shots to your personal Facebook page, using the hashtags #ForeHopeAndRecovery and #MegansHouseVirtualGolf
- 🏌️ A \$50 "Greens Fee" is suggested for participants, though any donation amount is greatly appreciated.

Please visit our website for all the fundraiser details and see what prizes we have up for grabs! 🙌 <https://bit.ly/2XNTXTj>. Happy golfing!

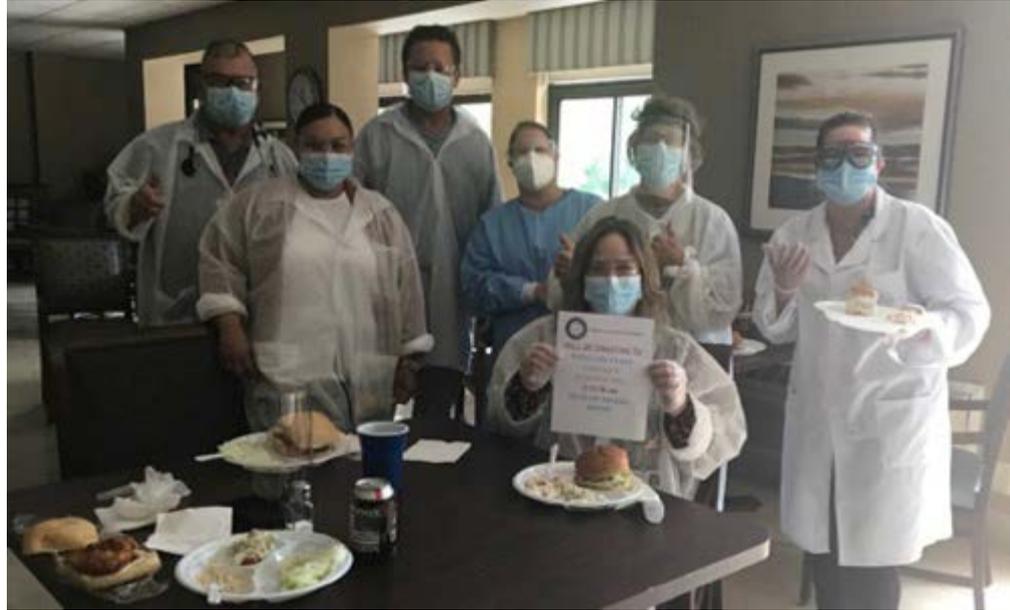


Great for fundraising too!

- Walk/run
- Gala
- Auction
- Raffle
- Cooking lessons
- TED talk
- Panel
- Craft night
- Game night
- Happy hour

Helping the Community is Good Business

- In-kind donations
- Charitable donations
- GoFundMe
- Community services
- Employee assistance



Frontline workers at Wingate Healthcare

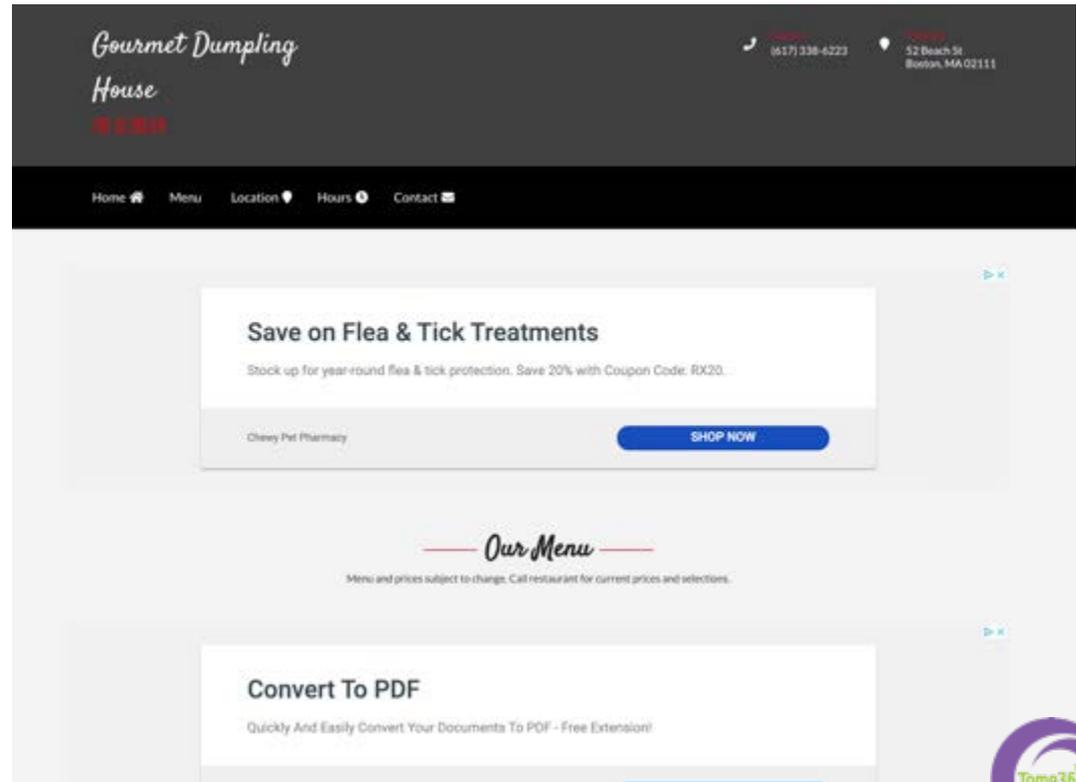


A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a grey sweater. The laptop screen is visible on the left, showing a blurred webpage. The word "WEBSITE" is overlaid in the center in a bold, bright green, sans-serif font. The background is dark and out of focus, suggesting an office or workspace environment.

WEBSITE

Social Media DOES NOT Replace Your Website

- Generates revenue
- Gives you complete control of your brand
- Increases search engine ranking
- Utilizes Google My Business
- Advertisers take over your website



8 Website Must-Haves



1. Address, phone #, hours
2. Photos
3. Your story
4. Social media links
5. COVID messaging
6. Menu & online ordering if applicable
7. E-commerce if you are a retail business
8. Mobile compatibility



Mobile Optimization



Not formatted for mobile.

It's small and hard to read.

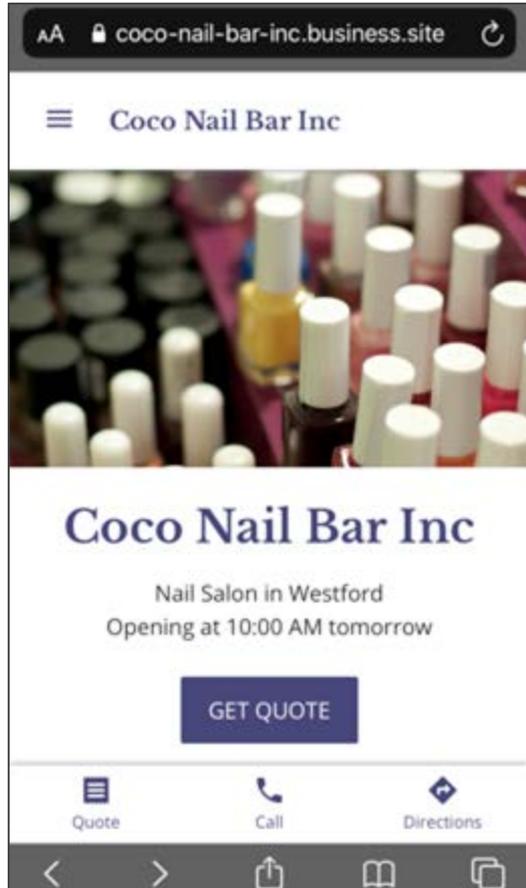


Proper formatting for mobile use.

Easy to read and scroll through.



More Mobile Examples



Homepage Revamp

- Re-vamp your homepage if it's outdated
 - Remove old content
 - COVID-19 updates (hours, services available, etc.)
 - Update SEO titles/descriptions
 - Call to actions
 - Optimize historical content

COVID-19 UPDATE [Click to Read](#)

KRUA THAI

Thai food has become, in recent years, one of the world's favorite cuisines. When we speak of "Thai Food", we are in fact talking of four very distinct regions in the country, each with their own culinary traditions. We are speaking too of the Old Siam, that have been passed down through many generations of chefs, and finally into public domain. We cordially incite you to enjoy our authentic Thai Cuisine.

HOURS

Monday - Saturday
11:30 A.M. - 9:30 P.M.

Sunday
12:00 P.M. - 9:00 P.M.



Homepage Gone Wrong



Homepage Gone Wrong

Why Join Lexington Fitness Club (LFC)?

- Great location in Lexington, Massachusetts
- Knowledgeable, friendly staff
- Fair, honest pricing
- Safe, convenient parking lot
- Clean, neat facility
- Hoist machine circuit
- Free weight section
- Dedicated cardio area
- Saunas in men's and women's locker rooms
- Personal and small group training
- Yoga

[Not a member? Learn more](#)



Our Mission

We exist to provide our customers with a highly rewarding experience through mind, body and spirit training so they can live free, confident and passionate lives.

We exist to bring our best selves to every customer engagement with the goal of being an elite experience.

We exist to see each customer as an extension of our family and to treat them as such.

Average is not an option. We have chosen to be the best.



Kikos Coffee & Tea

HAPPY PRIDE! BUY 2, GET 3RD FREE of Kikos Colombian Coffee (just add 3 items to your cart) - Limited Promotion



KIKOS COFFEE & TEA



Contact Us Today!

Home > Coffee and Flavored Coffee > Kikos 100% Colombian Coffee



Kikos 100% Colombian Coffee

\$12.99

11 REVIEWS

- Size: 10 Oz
- Roast: Medium Dark
- Grind: Whole Bean

Chat with us



Kikos Rewards

Subscribe and Save!

- One-time purchase
- Subscribe & Save 15% (\$1.95) on your first order and 7% (\$0.91) on all remaining orders



User Experience

- Communicate with transparency
 - Updates
 - Out of stock items
 - Shipping delays
- Create a seamless check-out process and overall user's experience
 - Minimize shopping cart abandonment
- Optimize loading times

FitTrack

ORDER #77724

Thank you for your purchase!

Hi Alison, Thank you for supporting FitTrack. We're getting your order ready to be shipped. Due to COVID-19, shipping can be delayed. Your order will arrive in 4 - 6 weeks. We are following all government regulations to protect you and our team, and assure all of us at FitTrack will be working hard to get the order to you as soon as possible.

[View your order](#)

or [Visit our store](#)



ADA Compliance

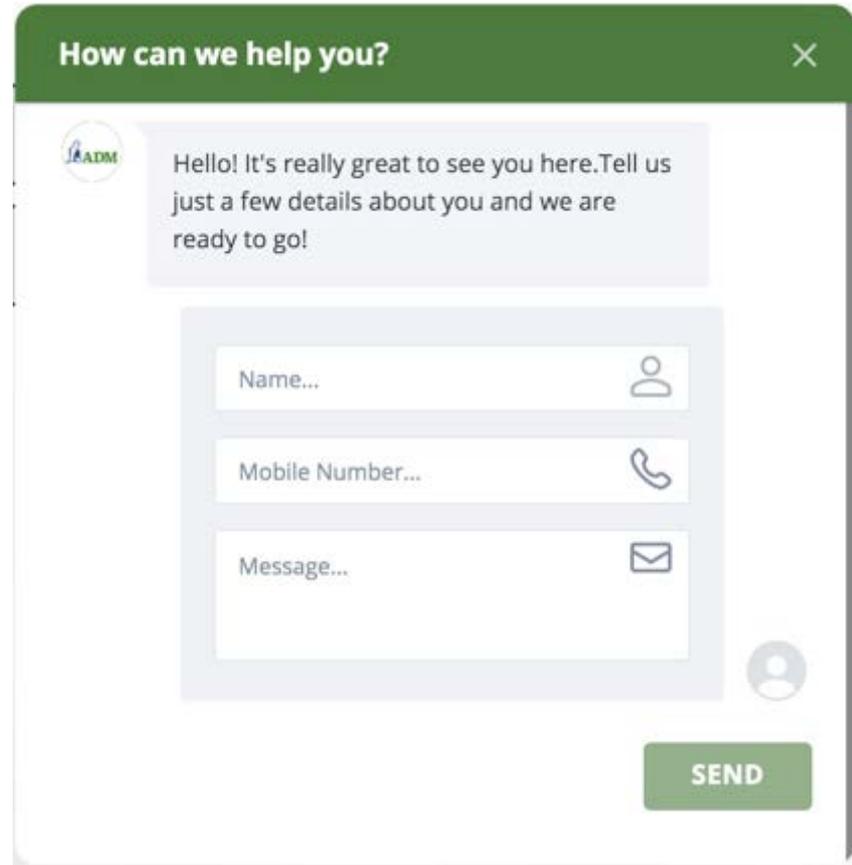


Simply put, an ADA compliant website is designed for **EVERYONE**

- Increases your target audience
- Improves SEO
- May help your reputation
- Overall better website usability

Chatbots

- Find new leads
- Increase engagement
- Provide better customer service
 - Answer questions
 - Help convert customers
 - Influence decisions
- Simple interface
- Frees up employee time



Blogs



- Establishes credibility
- Valuable to Search Engine's ranking
 - Drives organic traffic to your website
- Provides useful content to your visitors
- Attracts potential customers
- Helps develop a community
- Differentiate from your competition



Fitness Blog



Why is exercise important during the COVID-19 pandemic?

Regular exercise is essential for everyone under normal circumstances. However, here are a few reasons why exercise is especially crucial during the COVID-19 pandemic:

- **Exercise boosts the immune system:** Research shows that regular, moderate-intensity exercise has immune-boosting benefits that may help your



Not a cure for COVID-19 but healthy patterns of eating optimize the function of the immune system.

Diets are crucial to the health status of people around the world and with so many people falling ill from the coronavirus (COVID-19), unhealthy diets are contributing to pre-existing conditions that put them more at risk. Poor nutrition can compromise your immune function and increase your risk of getting infected. Nutrition is crucial for the delivery of energy sources, known as macronutrients, and for support of essential bodily



Also located in their reopening eblast



Wellness Blog

Latest News @ Bodyworks DW

Read updates and informative articles on health and self-care, news on what's new at Bodyworks DW, and check out case studies on how our work helps clients transform.

[Read all News](#)



COVID-19 Safety & Massage Therapy: How Bodyworks DW Has Safely Reopened

by Owner David Weintraub, LMT Hi 😊 This is David, the owner at Bodyworks DW. Like most of you, I've...

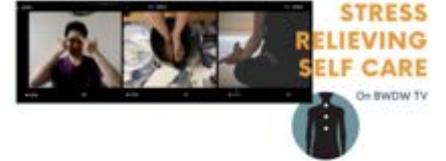
[Read Post >](#)



Want to hear some good COVID-19 massage news? Massage Therapy with safety protocols is...safe!

Owner David Weintraub, LMT writes about how our reopening is going, how we are practicing safely, and what's next...

[Read Post >](#)



Stress Relieving Self Care

By Various Therapists. We understand how stress can effect the body. And these are especially stressful times. BWDW...

[Read Post >](#)



Not an Ideal Way to Shop Online

Browse departments



Bakery



Beer



Bread



Breakfast Goods



Cheese and Charcuterie



Chips and Snacks



Chocolate, Cookies and Confections



Coffee and Tea



Crackers



Frozen Goods



Jams and Preserves



Nuts



ECommerce Vendors

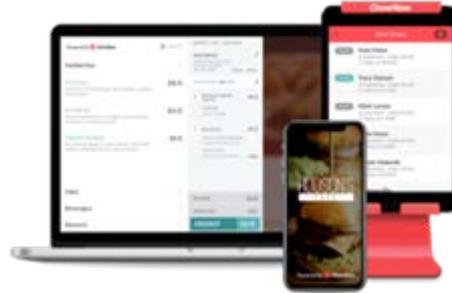


POS Systems



Toast

- Most popular
- Manage all operations in 1 system



ChowNow

- Online ordering via FB, branded mobile apps or existing website



Squar

- Same interface for users
- Great for takeout & dine-in



type: Web

Date: Last 6 months

+ NEW

SEO

Total clicks

223



Total impressions

17.6K



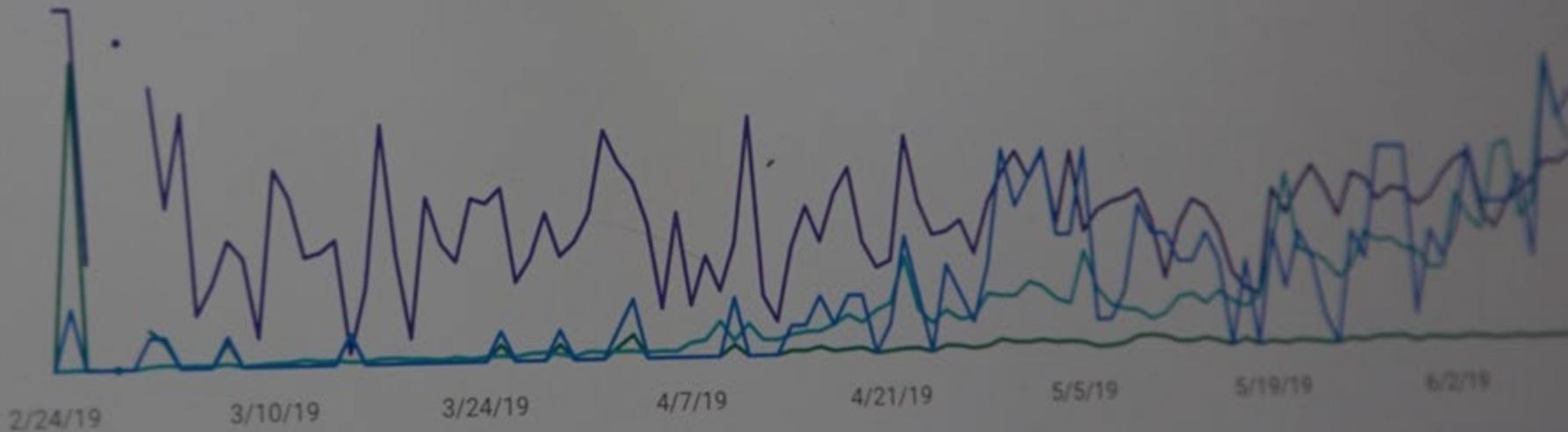
Average CTR

1.3%



Average position

25.2



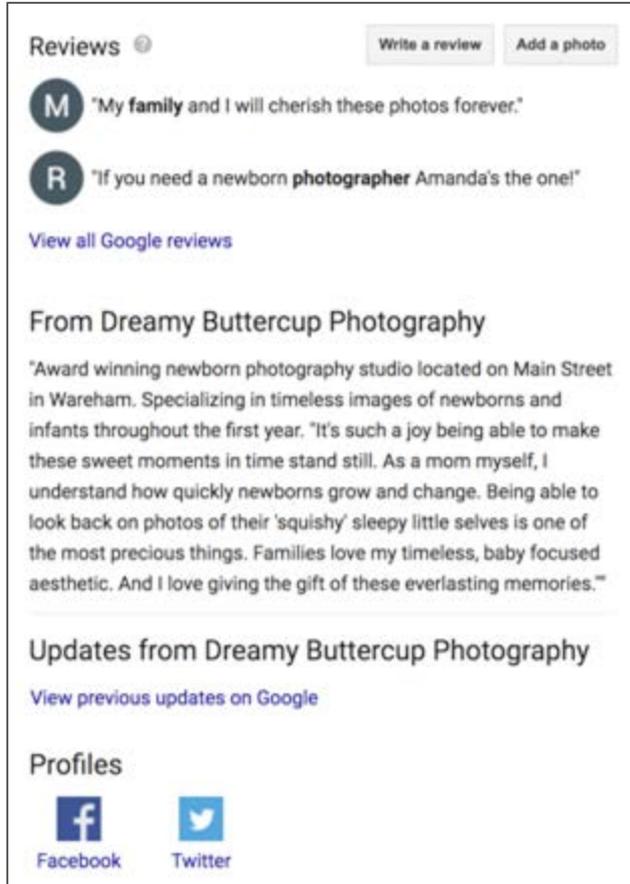
What is Search Engine Optimization (SEO)?

Relates to your ranking on Google, relies on 2 main things:

- **Your content (on-page SEO):**
compelling content, optimized keywords, technical SEO enables search engines to understand your page.
- **Your authority (off-page SEO):**
quality and number of backlinks



Local SEO



Reviews  [Write a review](#) [Add a photo](#)

M "My **family** and I will cherish these photos forever."

R "If you need a newborn **photographer** Amanda's the one!"

[View all Google reviews](#)

From Dreamy Buttercup Photography

"Award winning newborn photography studio located on Main Street in Wareham. Specializing in timeless images of newborns and infants throughout the first year. "It's such a joy being able to make these sweet moments in time stand still. As a mom myself, I understand how quickly newborns grow and change. Being able to look back on photos of their 'squishy' sleepy little selves is one of the most precious things. Families love my timeless, baby focused aesthetic. And I love giving the gift of these everlasting memories."

Updates from Dreamy Buttercup Photography

[View previous updates on Google](#)

Profiles

 [Facebook](#)  [Twitter](#)

- Local SEO = geographic location
- Share worthy content
- Relevant titles, description & URLs
- Meta descriptions
- No broken links
- Address and contact information visibility
- Reviews / testimonials
- Great user's experience



Consistency with SEO

Streamline

- Your business name, address, contact info, social media profiles, etc. should be the same everywhere your business can be found on the Internet

Profiles



Facebook



Twitter



YouTube



Instagram



Pinterest



Long-term

- Adopt a long-term mindset, SEO shouldn't stop due to COVID-19
- Remember that SEO takes time



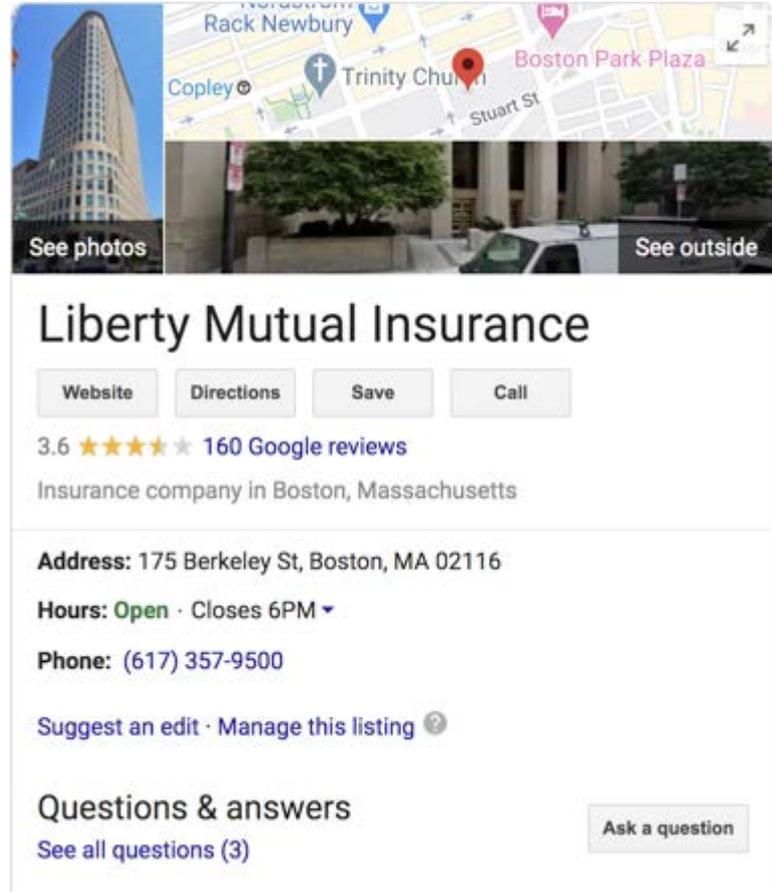
SEO Tools

MOZ



Google My Business

- A free tool that lets you manage how your business appears on Google Search and Maps
- Reply to customer reviews
- Add photos/social posts
- Google Analytics will show how people are viewing your site
- FAQ and Q&A
- Improve your search engine ranking



The screenshot shows a Google My Business listing for Liberty Mutual Insurance. At the top, there is a map of the area around Boston Park Plaza, with a red pin indicating the business location. Below the map are two photo thumbnails: one of a modern skyscraper and another of the building's exterior. The business name "Liberty Mutual Insurance" is prominently displayed. Below the name are four buttons: "Website", "Directions", "Save", and "Call". The listing shows a 3.6-star rating from 160 Google reviews. The address is 175 Berkeley St, Boston, MA 02116. The hours are listed as "Open" and closing at 6PM. The phone number is (617) 357-9500. There are links to "Suggest an edit" and "Manage this listing". At the bottom, there is a "Questions & answers" section with "See all questions (3)" and an "Ask a question" button.

See photos

See outside

Liberty Mutual Insurance

Website Directions Save Call

3.6 ★★★★★ 160 Google reviews

Insurance company in Boston, Massachusetts

Address: 175 Berkeley St, Boston, MA 02116

Hours: Open · Closes 6PM ▾

Phone: (617) 357-9500

[Suggest an edit](#) · [Manage this listing](#) ?

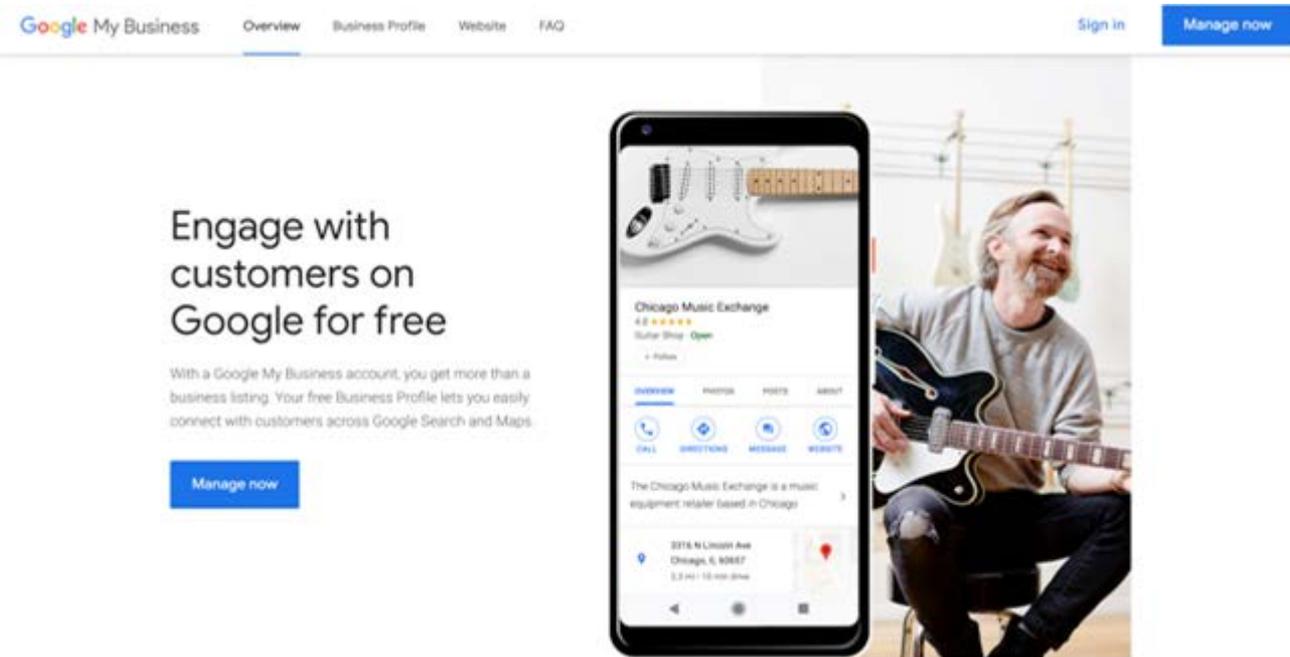
Questions & answers

[See all questions \(3\)](#)

[Ask a question](#)



Start a GMB Page



Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

Manage now

Chicago Music Exchange
4.8 ★★★★★
Guitar Shop · Open

Overview · Photos · Posts · About

CALL · DIRECTIONS · MESSAGE · WEBSITE

The Chicago Music Exchange is a music equipment retailer based in Chicago.

3316 N Lincoln Ave
Chicago, IL 60627
3.3 mi · 10 min drive

1. Log into the Google account you want associated with your business
2. Go to google.com/business and select “Manage now”
3. Enter your business name



Online Reviews Matter

- **Builds credibility**
 - How often do you check the reviews before you head to a new restaurant?
- **Help search engine rankings**
 - Reviews influence where your business falls within search rankings
- **Connects you with your customers**
 - Your customers take the time to leave a review and you're able to respond back to thank them

Brew'd Awakening Coffeehaus

61 Market St, Lowell, MA

Write a review

4.5 ★★★★★ 437 reviews

Sort by: Most relevant

All

atmosphere 20

smoothies 13

bagel 11

breakfast sandwich 9

+6



Lars Faller

Local Guide · 47 reviews · 31 photos

★★★★★ 2 months ago

It's a coffee house, they serve drip coffee. Don't bother looking for a chemex or pour over type coffee here. That being said, their coffee is solid for drip style coffee. I have not tried any of their food items, apart from their baked ... [More](#)



Like

Response from the owner · a month ago

Hey Lars. Thank you for the visit and review. Funny you mention pourover. I have a few of them at the store as I continuously look at this and try the best way to operationally introduce while not having a huge demand for it right now. The ... [More](#)



SUMMARY



Silver Lining Due to COVID



- Opportunities for new products
- Discover a new market segment
- New customers
- Market expansion

#MarketingAfterCOVID



Webinar 1 Key Takeaways

- Your **online marketing strategy** is more than just social media
- Businesses have **pivoted** as a result of the pandemic resulting in a need to adjust operations to stay relevant
- Having a **website** is HIGHLY recommended
- With the help of SEO, customers will be able to **find your site** easier and quicker



#MarketingAfterCOVID





QUESTIONS?

[#MarketingAfterCOVID](#)

Agenda

Webinar 1

August 13, 2020

Operations

COVID Pivots

Website

SEO

Webinar 2

August 27, 2020

Social Media

Email / Text

Marketing

Other Tactics

#MarketingAfterCOVID



Contact Tomo360



susu@tomo360.com



facebook.com/tomo360



@tomo3603



insta_tomo360



linkedin.com/company/Tomo360



www.tomo360.com

TEXT TO SIGN UP FOR OUR MARKETING TIPS!

Text: 22828 + Enter: TOMO360

#MarketingAfterCOVID

