

March 2021

Preparing for Reopening

[icg.agency](https://www.icg.agency)

ICG
Strategic
Marketing
Agency



With last month's government roadmap announcements, it's great to see some dates set out for restrictions starting to lift, and the easing of lockdown.

To help with your planning, we've put together our thoughts and suggestions in this document.

As the roadmap dates are subject to change we understand the need for flexibility in the tactics used and how digital marketing can be used in partnership with your offline marketing channels.

We're happy to have a chat with you individually about how we can support your organisation's reopening activity.

Thanks,

The ICG team

Knowing your audience

Creating engaging content coupled with timely messaging is going to be key for brand awareness and engagement.

Use this time ahead of reopening to ask some important questions.



Goal setting what do you want to achieve in the short and medium-term this year?



Understand your audience how they are communicating, how they are feeling, what they want.



Differentiation and USPs - how are you going to stand out, what key messages will you be communicating?

With your reopening campaigns there is still a need to instil some of the key points that were part of the first post-lockdown messaging, alongside new considerations.

- Safety elements
- Compelling proposition to encourage people to come back
- Changing online habits developed during lockdown
- Reasons and places to socialise - we've all forgot how to do this in some ways
- Continuing to engage with guests, getting them excited to discover your offering

Online marketing

Ensure you're utilising all digital touchpoints in a consistent way when communicating with your customers.

Website: update homepage banners and news posts, review content on your most visited pages, consider pop-ups.

Website: Customer service, responsiveness to enquiries. Consider functionality such as Live Chat to respond to customers in real-time.

Google: use business posts and update your brand listing.

Email marketing: plan a series of emails, test subject lines and body content.

Social media: update cover headers and plan organic social media content. Keep communicating with your audiences now! Don't just switch it back on when you reopen.

Paid digital ads: Facebook boost posts are a great way to quickly reach more people using your organic content. Alongside this we can discuss with you various ad formats including Facebook/Instagram instant experience ads, stories & carousel ads. PPC ads on Google's display network could also be utilised.

There's lots of scope for digital advertising, starting with fairly low media spend when targeting hyper-local audiences.

Radio: Have you considered Spotify ads to amplify brand awareness - using their self-serve platform ICG has experience of setting up ads for a number of clients.

Types of content

Think about the types of content you can use across your online platforms.

Short videos work well on social media and can provide a sense of reassurance too. Local press like to feature video content - consider this when shooting any footage to send with press releases.

Social media takeovers - can you let a member of staff take over your social media channels for a day, to show a different angle to your business?

Share your channels - when you reopen can you provide an outlet to any suppliers or partners. Share their content on your channels and filter the best assets to pull people in.

Humanise content - Use the people who work for your organisation to bring content to life.

Messaging

Some of the more functional messaging doesn't have to lack spark - inject personality.

React to sentiment (via social listening) with relevant content that taps into emotional connections. We are noticing patterns of people planning what they are going to do and wear post-lockdown - evoking feelings that bring joy.



Polly Vernon @PollyVernon · 1d
What's your June 21 outfit?

36

43

127



Vikki Ross @VikkiRossWrites · 6h
"I am optimistic that when life resumes, we are going to go BIG. Ballgowns for the office, sequins for Pret." @lisamosarski in @StylistMagazine

All those in favour say "Aye"

4

3

17



The plan? As soon as lockdown lifts I'm going big: nice dresses, fancy restaurants, glasses of fizz, lashings of lipstick, trips to the theatre. Did someone say roaring twenties? Sign me up. If pre-pandemic Frankie was polished, the post-pandemic version will be positively gleaming.

Offline marketing

Consider the use of traditional marketing tactics from an owned and paid perspective.

What media have you got booked?

Press, radio, outdoor - how can this be teamed with digital channels to maximise reach on publication days or in-charge dates for outdoor.

Have you considered **local door drop campaigns**.

Digital advertising vans are a quick way to get messaging out to local catchments - use simple messaging and creative to capture attention.

PR and local press to drive brand awareness ahead of roadmap changes and at reopening points.

On-site posters and signage

- is it all still relevant with up to date information about procedures, current restrictions, etc...

Promotional staff - use to drive welcome messages and a source of information.

Continue to use the 'We're Good To Go' **Covid industry standard mark** as a way to generate consumer confidence and trust.

Surprise and delight activity

- nice to have elements to elevate customer expectations - what can you provide above and beyond your usual service and offers? For example, on the spot giveaways and discounts in retail. An alternative could use email marketing to drive redemption of a freebie or gift.

QR codes - use smart phone camera to direct people to download in-store discount or promotion.

Offline marketing



Lido Marina Village is offering mini flower bouquets to guests who spend over \$150 in our stores or restaurants on Friday, February 12th.*

To receive your flowers, present your receipts from purchases made that day to the French Buckets Flower Cart near the Secret Alley between 11am and 4pm. While supplies last.



Driving advocacy

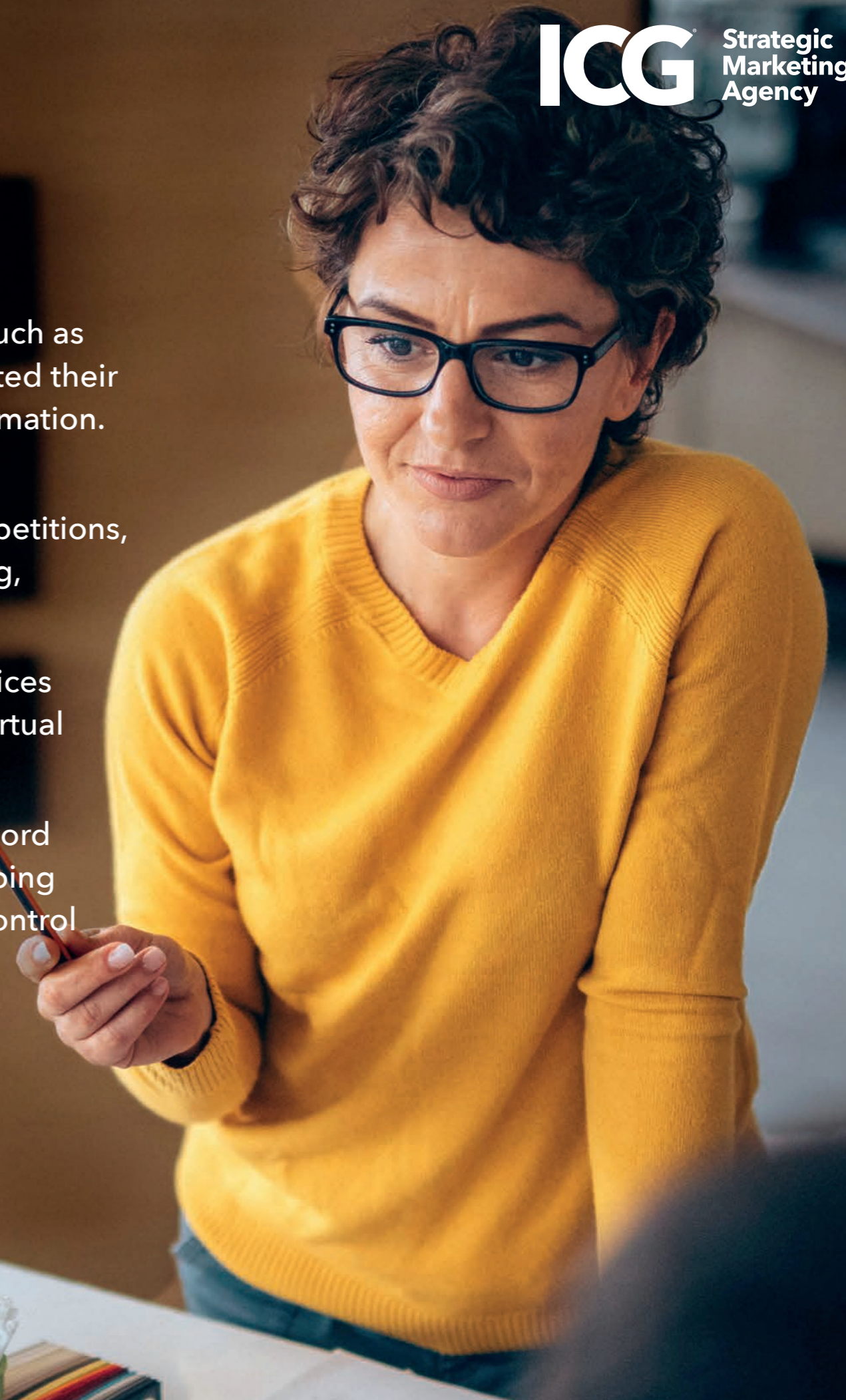
Ensure all your stakeholders have the latest information and assets available to them - this could be in the form of a marketing playbook containing reopening details and activity.

Check if your stakeholders, such as tourism agencies, have updated their website with your latest information.

Look at ways to team up with suppliers and partners - competitions, first looks ahead of reopening, exclusive interviews etc...

Are there any additional services you can provide, private or virtual appointments, etc.

Although we can't quantify word of mouth marketing - by keeping everyone updated you can control more of the narrative.



Measuring Success

In the short term the following metrics can be measured:

Footfall and dwell time - are you seeing more frequent footfall but less dwell time?

Guest reviews - Trip Advisor and social media channels.

Tracking sentiment on social media - how are people feeling when they have visited your business.

Email open rates & CTR - are there any trends, are open rates increasing? are unsubscribe rates falling? Adjust your campaign according to the stats you can easily access.

Web visits - we can start to track visits ahead of reopening, analyse frequently visited pages.

Digital reach - want as many people to be aware of your brand as we can. Also look at engagement metrics including comments, likes and shares.

Longer term you could review frequency of visits, brand awareness and advocacy via social listening, on-site and online surveys.

In our toolkit

We've got a team of 21 specialists across design, digital, PR and social media departments.

ICG also uses industry-leading tools to enhance the projects we deliver.

Video and interactive social posts

We understand the impact of creating engaging social assets, incorporating video and animation. We have been utilising Facebook's suite of ad options, finding 'instant experience' ads are performing well.

Social Listening - ICG can monitor conversations, keywords, brand mentions, sentiment and hashtags.

Hootsuite Ads Manager - the platform allows us to manage social campaigns in one spot across platforms. From a client perspective you can approve ads and share feedback directly from Hootsuite ads proof links.

Quick turn around POS and on-site materials - we can source and deliver posters, floor stickers, face masks and perspex screens. Often with 24/48hr turnaround.

Flexible additional support - think of ICG as an extension of your team. We're happy to provide temporary marketing support should you require an extra pair of hands.

Spotify Advertising - the brand's ad studio allows ICG to create a campaign quickly with the option to use the platform's free audio ad creation tools.



Thanks for reading!

Please get in touch if you'd like to discuss any of these ideas in more detail.

E: info@icg.agency

T: 01772 679 383