The Zenreach COVID-19 Playbook:

X's and O's for successfully managing your business through the pandemic

ZENREACH

The Zenreach COVID-19 Playbook:

X's and O's for successfully managing your business through the pandemic

Huddle up, team.

Powering through the COVID-19 outbreak requires strategic thinking and quick, responsive action. That's why we've assembled this playbook of tips and tactics to help you not only survive the pandemic, but thrive once the stay-at-home orders are lifted and customers begin to patronize brick-and-mortar businesses again.

We'll start with some action items you can tackle to help your business right away.

Access points

Your access points, or APs, are the WiFi-providing devices around which our products are built. They allow us to identify potential customers and are crucial to get the maximum value out of Zenreach.

Here are some suggestions for maintaining your APs:

- Make sure your APs are still plugged in and functioning. Also consider moving your router closer to the entrance so customers can use your WiFi while they wait for their food from a safe distance so that they can become traceable.

- Think about printing a QR code to make connecting to WiFi even easier for your customers. All the customer needs to do is scan and log in. You can get your QR code printed on cocktail napkins, table tents, or coasters. Create yours here: https://www.qr-code-generator.com/

- If you've closed your doors, don't disable or unplug your router. Keep them set up so that as soon as your doors open back up, you're ready for business—literally and figuratively.

- If you're having trouble bringing your AP online, please make sure to verify that:

  – Your device is connected to an active internet source (i.e. a working router or modem).

  – Your device is properly connected to the PoE Injector (the small black box with two ethernet cables coming out of it, one going to your internet source and the other to the AP).

If you're still unable to bring your AP online, please email support@zenreach.com for assistance.

Hotspot portal

Your hotspot portal is the webpage your customers use to log into your WiFi network. Use this time as an opportunity to update your portal: freshen up your branding, list new offerings, or create a survey to learn more about your customers.

Smart Emails

Smart Emails are messages automatically triggered by customer visits, events, or occasions. When was the last time you updated yours?

• Lost customer emails are automatically sent out 30 days after a guest's last visit to your location. Consider setting up custom Smart Emails to trigger at different intervals.

• Since you know these customers have been in before, make sure you're communicating changes within your offerings—new menu items, alcohol available for pickup, etc. Customers are craving normalcy right now and want to get their favorite things, as well as potentially try some new items as well.
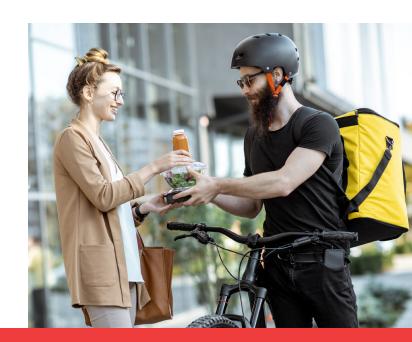
Message blasts

A few thoughts on sending mass emails to your customers:

• If your location is experiencing major changes due to COVID-19, make sure you communicate them to your customers. Let them know about menu changes, modified store hours, sanitization procedures, plans for reopening, etc.

• Consider hosting virtual events like yoga, cooking classes, mixology classes, styling classes, etc.

• Set up a GoFundMe employee relief campaign. Several of our clients have had a lot of success with this, seeing 26-33% open rates and thousands of dollars raised.

Ads

Some ideas on how to run ads campaigns during the outbreak:

• Run social ads (Facebook & Instagram) or display ads to communicate what's available and any special deals or promotions you're running to your various demographic segments.

• Audience types:
  – Current customers
  – Lost customers
  – Look-alike audiences (based on your customers)
  – Retargeting audiences (based on website visits and page views)
  – "Walk-by" audience
  – Facebook page audience

• Promotions:
  – Special deals
  – Delivery offerings
  – Link to third-party apps such as Postmates, DoorDash, GrubHub or UberEats
  – Link to your e-commerce site
  – Message additional offerings like wholesale produce, baking supplies, toilet paper, and hand soap

- Place a conversion pixel on your highest-converting webpage to track actionable visits, such as online orders or purchases. This allows you to see exactly how our advertising is driving sales and revenue.

  – Having a pixel in place and your APs running means you can track both in-store and online conversions.

  – Please reach out to your account manager to discuss implementing a pixel on your website.

- Use display programmatic (DSP) services to run advertisements. We partner with third-party DSPs to capitalize on their extended network exchange and inventory. This channel allows us to extend the reach of your campaign to find new site-visitors and customers.

  – We can use a whitelist tactic to identify sites where your ideal customer is likely browsing. Alternatively, we can blacklist sites that are less relevant places to advertise.

- Use a CRM email list of your current marketing leads or converted users to build a lookalike audience and target similar prospects.

- Retarget based on converted users who have purchased on your website or order takeout/delivery online.

- Run a segmented prospecting campaign to drive traffic to different web pages based on creative messaging. For example, if a user is served an ad featuring a menu item, drive them to the menu page.

- Retarget users that have ordered online over the last 14 days, 30 days, or 60 days.

- Target loyalty customers and reward members with a flash promotion or other offer.
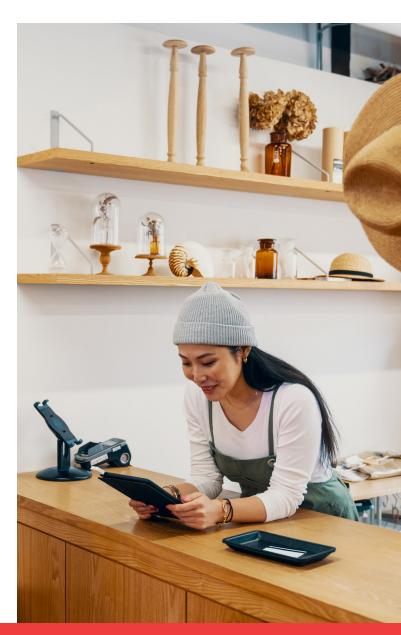
Website design considerations

As brick-and-mortars begin to reopen and people start to return to their normal routines, you will have an opportunity to generate in-store sales as well as maintain your online business (delivery & pickup orders, e-commerce, etc.). Now more than ever, it's important to track both online and in-person conversions and optimize both of these spaces for your consumers.

Here are some ideas on how to create a seamless experience for your patrons:

- Add a Zenreach sign-up form to your site. All contacts collected this way will be automatically pushed into the contact list in your dashboard.

- Prominently display your phone number (and include a "click to call" feature).

  – It's best to have the phone number in the

top right corner of the homepage or on all actionable web pages (online order page, checkout page, etc.).

- Post links to third-party delivery vendors.

- Don't forget to check the mobile version of your site for optimized functionality, too.

- Keep branding consistent across the website.

  – Make sure your logo is visible, and that photography and color scheme are on-brand.

  – We recommend not cluttering the website with too many images or iframes—it's important to leave white space elements for scannability.

- Create strong CTAs. Always entice the visitor to complete an action, whether it's to purchase merchandise, order online, reserve a table, review top menu items, etc.

- Keep website load time top of mind so that it's a good experience for the end user. Here's a site you can use to check yours: https://gtmetrix.com/. In fact, you should adopt a mobile-first approach to all web design and features.

- Make sure navigation through the online order process is easy and intuitive, especially if you have multiple locations.

- Have social media icons visible on your website to drive users to engage on your other platforms.

- Photography recommendations: use quality images of the interior and exterior of the location, and show people in your photos (as opposed to showing an empty store). Showcase the day-to-day experience of visiting your business.

- Build relevant pages that drive action. For example, consider having pages for:

  – Capturing inquiries

  – Scheduling or reserving a table

  – Ordering online (for a delivery or takeout order)

  – Shopping (if you sell merchandise, bulk items, etc.)

  – FAQs

- Create distinct landing pages for your online marketing. For example, if your ad features a menu item, drive to the menu page. If it features an event, drive to your events page. If you're advertising an in-store event or special, drive the user to your locations page. Doing this ensures that your customers have a consistent experience across your digital and social platforms.

- Make sure your customers are aware of your WiFi amenity. Zenreach provides free table tents and stickers, or for a more subtle approach, mention it at the bottom of your printed receipts. Also check your social profiles to ensure free WiFi is listed as one of your offerings.
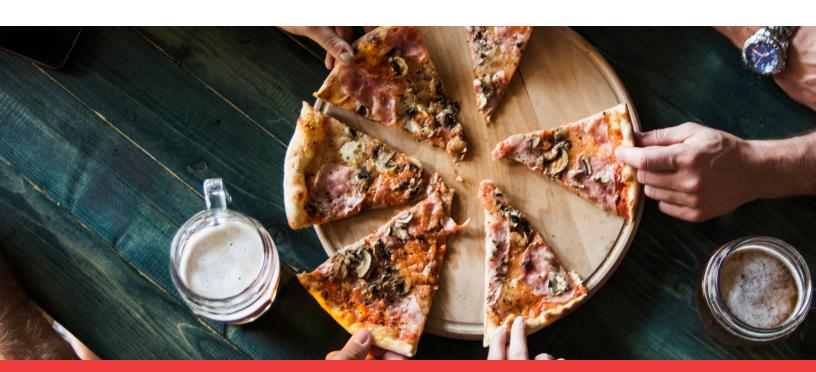
Gearing up to reopen

Next, we'd like to discuss some things you can do now to prepare for when you open your doors for customers again. Following these measures will ensure a smooth transition for your business, your guests, and your marketing efforts.

- Prepare all of your updated content now. Competition will be intense when stores begin to reopen, so ensure you're at the head of the pack by planning your marketing efforts in advance so all you have to do is push "go" when the time comes.

- Update all Smart Email messaging, email campaigns, hotspots, site content, etc. Use this as an opportunity to freshen up your messaging and review your content for grammatical errors—and also to try out new messaging and graphics.

- Again, make sure all of your locations are outfitted with working APs so you can use Zenreach to measure walk-throughs.

- Customize your hotspot and any additional site sign-up forms where possible, as many potential customers will be coming out of hibernation and looking for new places to try out once restrictions are lifted. Make sure you're collecting as much data as possible so you can continue to grow your customer database.

- Strategize with your Zenreach account manager on what your social and display ads strategy will look like. Some things to think about:

  – Target your lost customer audiences—the ones who visited your business previously but haven't been back in a while—with ads to let them know that you're open for business.

  – If you're looking to generate buzz in the community and attract new customers, you can build an audience based on your prior customers to drive new guests into your business for the first time.

  – Understand you will likely have two different mentalities among the public—those who are itching to get out and those who will be more timid and cautious in this new post-COVID era. Make sure you acknowledge both of these mindsets in your site content. Communicate how you're continuing to prioritize your customers' and employees' wellbeing.

  – What metrics will you focus on to measure success? (Note: as we ease into driving consumers back into the store, make sure you don't shift completely away from online metrics.)

  – Sign a contract now so it's out of the way— there's no commitment to spend until we've launched and run ads on your behalf.

- Have an idea of the date your location will be opening its doors. Start promoting your grand reopening 7-14 days prior to the date to build up excitement and awareness.

- Upload all of your external CRM contacts to the Zenreach dashboard so you can communicate with them via Smart Emails, message blasts, and ads.

- Make sure you include the pick-up and delivery contacts you collected through your website and other sources in all future messaging, too.

If you take nothing else away from this playbook, understand this: the time to make adjustments and preparations for reopening is NOW. The longer you wait, the further behind your competition you'll be once brick-and-mortars come back online.

We say this not to alarm you, but to simply express the reality of the situation. Act quickly, act decisively, and put yourself in the best possible position to succeed.

The last thing we'd like to say is that, as your partner through these difficult times, we are here to help in any way we can. Please don't hesitate to reach out.

Support site: support.zenreach.com/
Email: support@zenreach.com
Phone: 800.807.9434

About Zenreach

Zenreach created Walk-Through Marketing to help businesses with physical locations dramatically improve customer acquisition and lifetime value by connecting digital marketing with in-store results. Zenreach Engage automatically tracks customer visits, effortlessly builds rich customer profiles and keeps them up to date. Zenreach Attract improves ad performance 4× by targeting audiences based on your best customers. Results are measured with our Walk-Through Rate™, a proprietary metric that shows when someone exposed to an ad visits a location. Founded in 2012, Zenreach serves thousands of independent merchants and leading brands like Peet's Coffee, Ruth's Chris and BCBG Max Azria.

ZENREACH