

A Fresh Start: Reopening Marketing Strategies After Quarantine



LOWELL GRANT PROGRAM | WEBINAR 2 | AUGUST 27, 2020

Agenda

Webinar 1

August 13, 2020

Operations

COVID Pivots

Website

SEO

Webinar 2

August 27, 2020

Marketing Canvas

Social Media

Email / Text Marketing

Other Tactics

Marketing Grant

#MarketingAfterCOVID



MARKETING CANVAS



Marketing Canvas

The Marketing Canvas

Designed for:

Strengths	Customer Segments	Customer personas
	Weaknesses	
Opportunities	Your Products/Services	Key Benefits
	Threats	Problems and Solutions



Your Products & Services

In this box, list the products and services that you are selling or plan to sell.



Customers' Segments



List your customer segments by geographical, demographic, neighborhood, psychological, behavior, can also be segmented by the types of customers.

Your Customer Persona



Describe your buyers, either current or target.

Problems & Opportunities

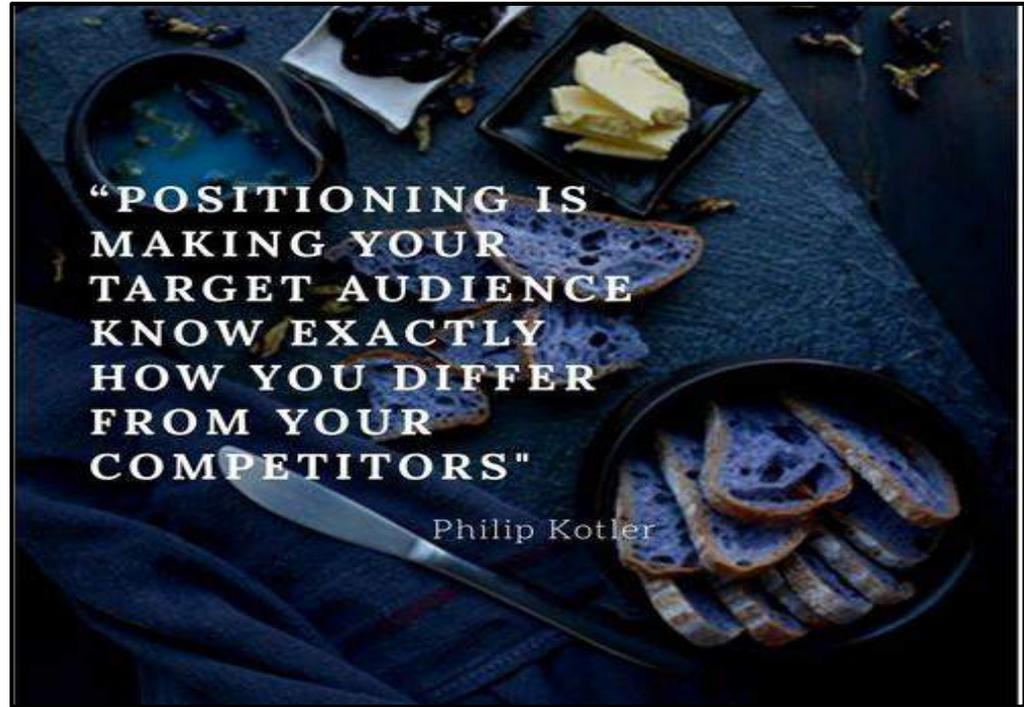
- List the issues in the marketplace that impact your products or services.
- Make sure to list how your solutions can solve the particular “pain points” for your potential customers.



Key Benefits

In this box, describe how your products or services can help your customers.

- What are the key benefits of your products?
- How do you stand out from your competitors?



Key Features

Describe how your products or services work

- Your specialty
- Locations?
- Special ingredients?
- Service level and packages?



S

STRENGTHS

- Things your company does well
- Qualities that separate you from your competitors
- Internal resources such as skilled, knowledgeable staff
- Tangible assets such as intellectual property, capital, proprietary technologies etc.

W

WEAKNESSES

- Things your company lacks
- Things your competitors do better than you
- Resource limitations
- Unclear unique selling proposition

O

OPPORTUNITIES

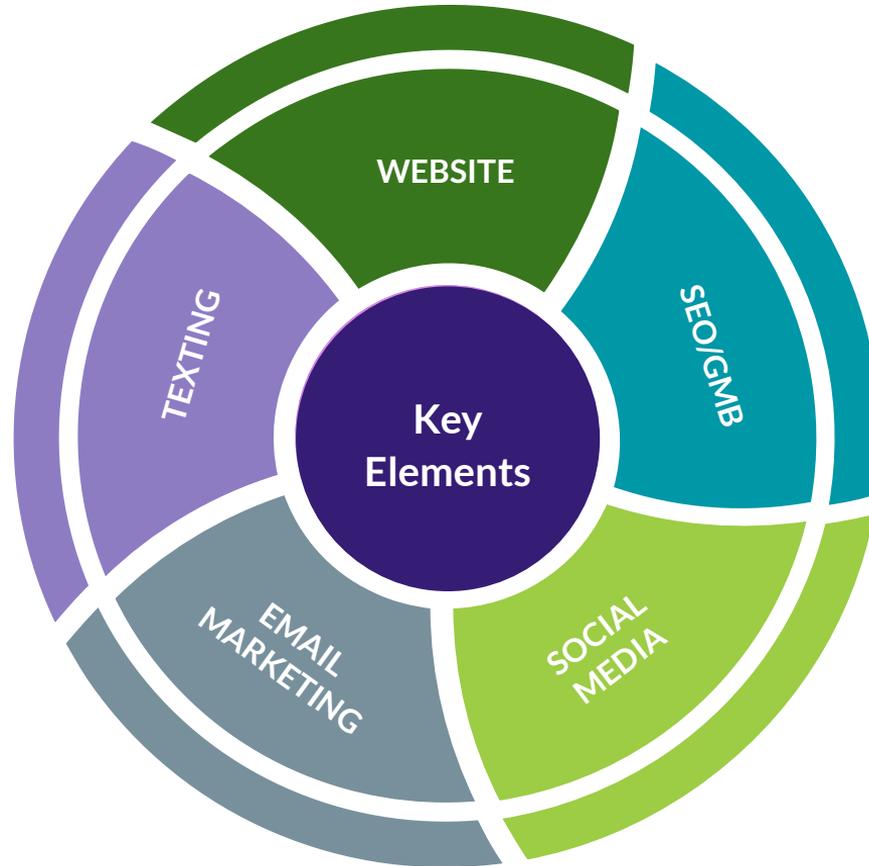
- Underserved markets for specific products
- Few competitors in your area
- Emerging need for your products or services
- Press/media coverage of your company

T

THREATS

- Emerging competitors
- Changing regulatory environment
- Negative press/media coverage
- Changing customer attitudes toward your company

Online Marketing Strategy

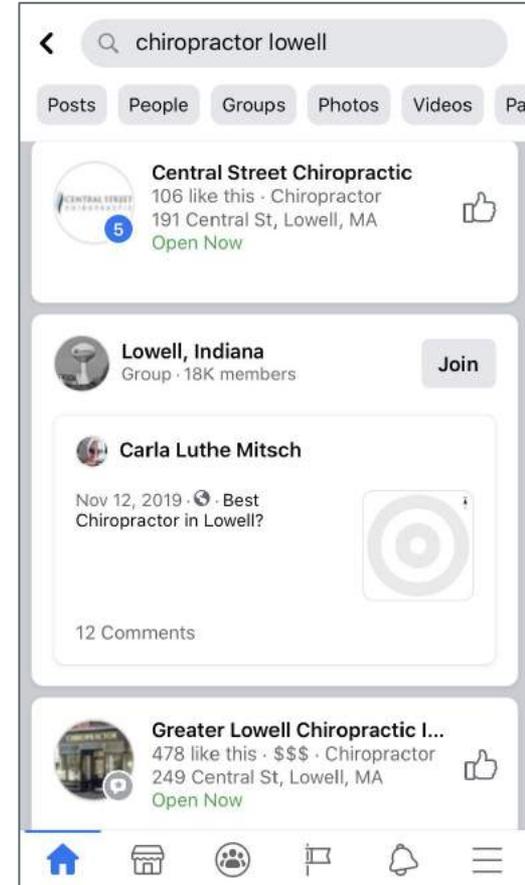
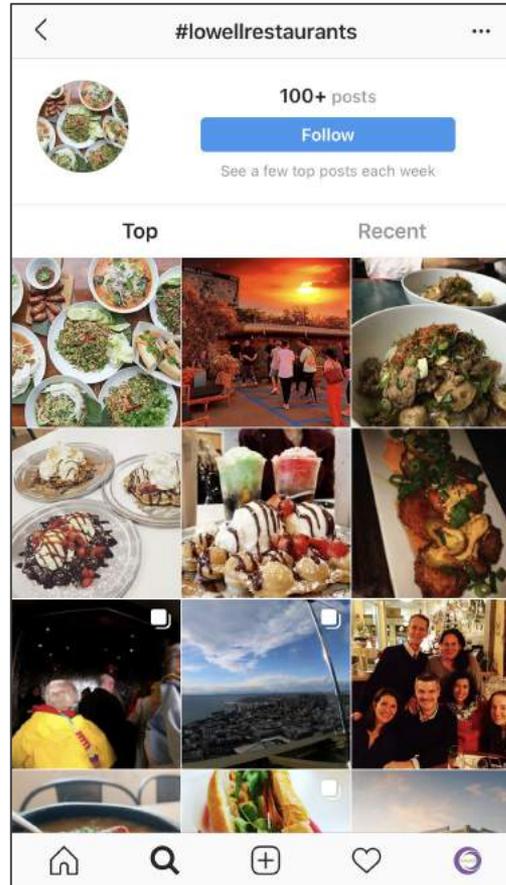


SOCIAL MEDIA



Social Media Importance

When was the last time you wanted to **try a new business**, from a restaurant to a chiropractor and you went to their **Facebook** or **Instagram** page to check out their **ratings**?



***90% of customers research
on social media before visiting a
business***



Social Media Profiles That Matter



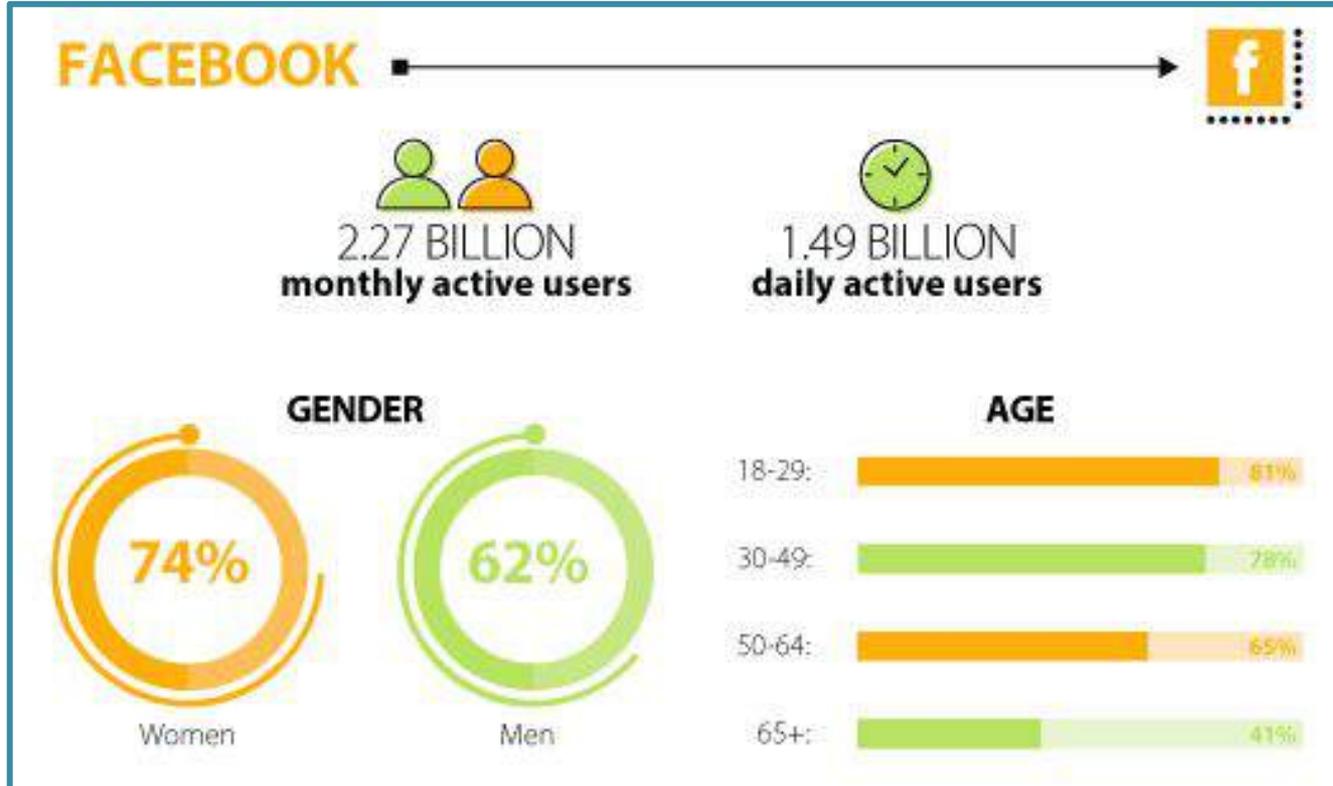
 **Facebook:** 49% of people search to find restaurants and retail stores

 **Instagram:** #1 social media app for engagement with restaurant brands

 **Twitter:** Compared to other social apps, Twitter users have the highest engagement in general for events, politics, news, celebrities, etc.



Facebook Demographics

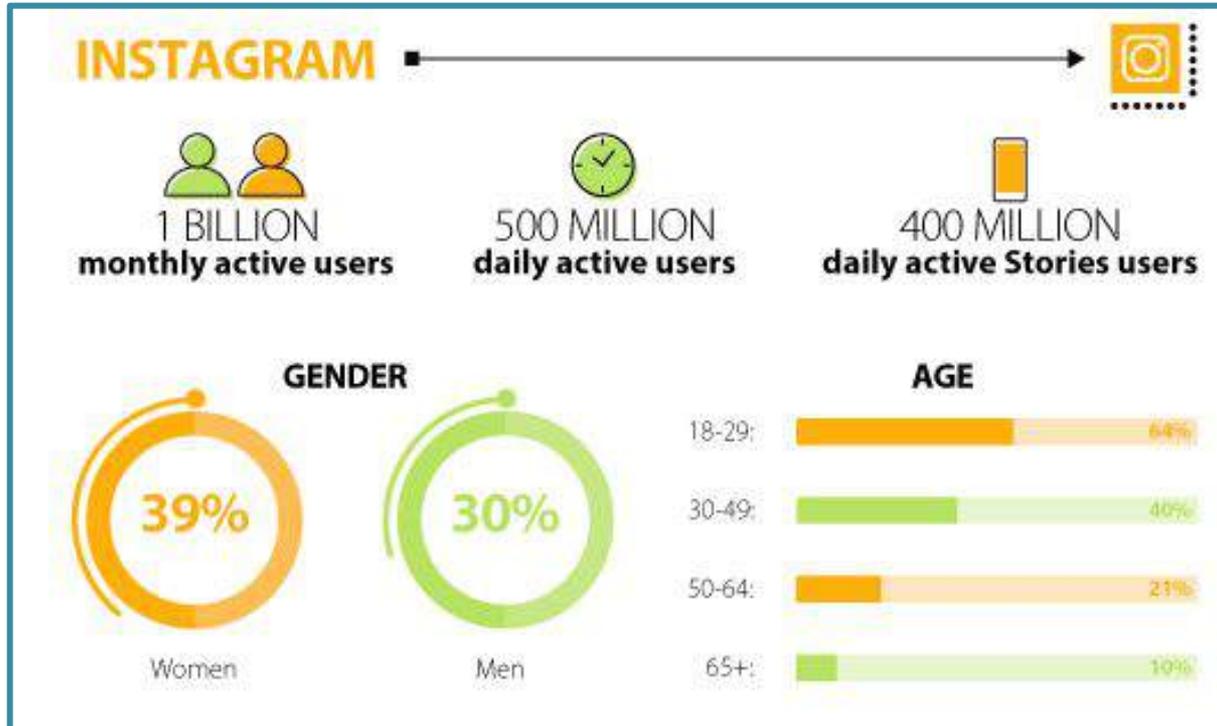


Facebook Tips



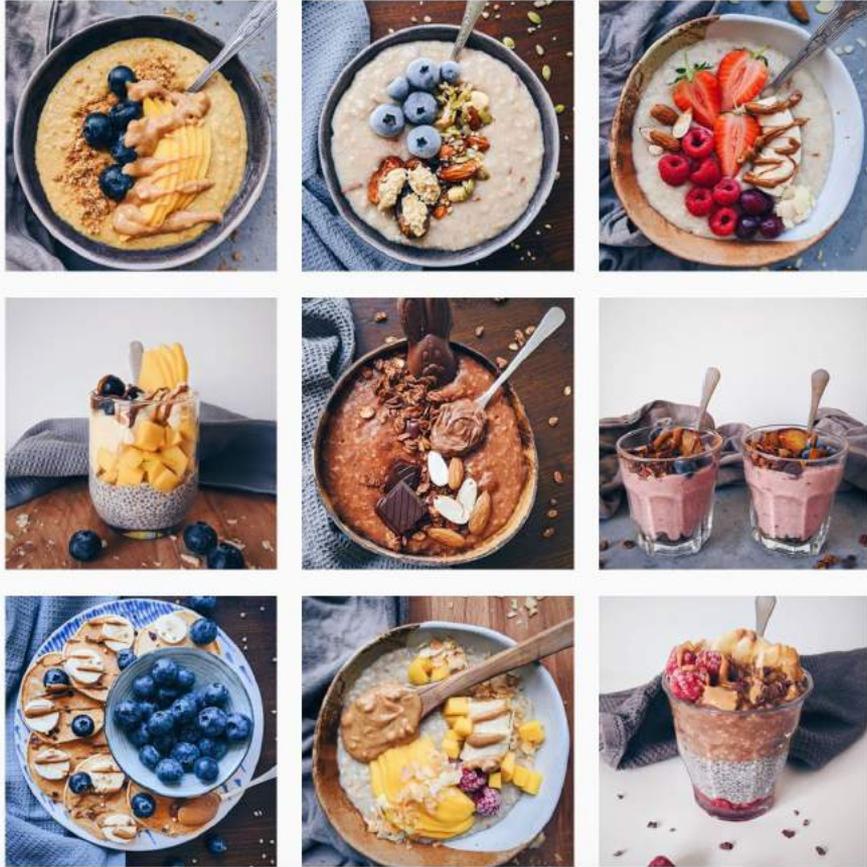
- Share stories, photos, & videos
- Organize Facebook Live, Events & Groups to raise brand awareness.
- You have to Pay to Play
- Tag other Facebook Pages
- Create Photo Albums
- Use Polls/Contest

Instagram Demographics



<https://themodernconnection.com/2019/01/social-media-demographics-in-2019/>

Instagram Tips



- Trending and Branded Hashtags
- High quality photos/videos
- Maintain a brand and color template
- Create Instagram Stories
- Use location or geo tags
- Find influencers
- Use contest

Content & Messaging

- Keep same style of messaging on social media and across all the platforms
- Reshare user-generated content
- Promote your business, but be empathetic
 - You don't need a big budget to connect with customers
 - Revisit your customers' buying behavior
- Replace pre-pandemic content with more relevant info



Differentiate



A screenshot of a Facebook post from 'Indulgence Aesthetics' dated July 27 at 9:47 AM. The post features a teal header with the business name and 'Wellness & Med Spa'. Below this is a red banner with the text 'Quick Tip of the Week:'. The main content is a white box with a red border containing a list of tips to 'STOP your oily skin' and a photo of a smiling woman wearing sunglasses and a headband. The tips are: 1. Exfoliate two-three times per week, 2. Use an Astringent, 3. Apply a Clay based Mask Once a Week, 4. Use MAC set powder Porcelain with matte finish, 5. Oil-control paper is your best friend, 6. Consult a Professional Aesthetician. A decorative graphic of a coconut with a red hibiscus flower and green leaves is at the bottom right of the tip box.

Indulgence Aesthetics
July 27 at 9:47 AM · 🌐

INDULGENCE AESTHETICS
Wellness & Med Spa

Quick Tip of the Week:

STOP your oily skin

To Prevent that afternoon shine

- 1 Exfoliate two-three times per week
- 2 Use an Astringent
3. Apply a Clay based Mask Once a Week
4. Use MAC set powder Porcelain with matte finish
5. Oil-control paper is your best friend
6. Consult a Professional Aesthetician



- Create interesting content that is unique to you
 - Tip of the week
 - Behind the scenes
 - Contests
 - Your own photos
- Brand content with your logo, color scheme, voice, etc. so your customers easily know the post is yours



Contest

- State that Instagram contest is not affiliated with Instagram
- Campaign period
- Age and location
- Guidelines on how to enter
- How to notify the winner(s)
- Winner and prize announcement
- How the prize will be delivered



Contests

Athenian Corner
Published by Susu Wong [?] · January 16 · 🌐

#WinitWednesday has been extended and we are posting a NEW QUESTION! The first 3 people to answer the following question correctly (and also, the first three who have not won in the past 6 months) will win a \$25 gift card!

QUESTION: What do Greeks say and do when they say the same thing at the same time? Answers in Greek or English are OK!

New Contest Rules: Please feel free to play, but we are looking for new participants to be awarded prizes. Winners selected will not have...
See More

EXTENDED EDITION!

Win It Wednesday!
#winitwednesday

Athenian Corner Restaurant

Published by Susu Wong [?] · March · 🌐

We love them ALL! Help us choose winners. Please vote for your favorite 3 Selfies at Athenian Corner! Comment below with your 3 favorite photos. Please use the photo numbers to vote. For example, a vote should like this: "1, 4, 5" or "2, 3, 7." Enjoy! 📸👍



Selfie Contest! We need your vote!
8 Photos

568 186 [Report Post](#)

Athenian Corner
Published by Hootsuite [?] · March 11 at 5:10 PM · 🌐

Congrats again Corey on tying for 2nd place in the #SelfieAtAthenianCorner contest! Some people have all the luck. Long arms, lots of hats and always winning!
#Selfie #FeelingCute #WinitWednesday

Thank you everyone for submitting a photo or voting! 📸👍👉👎

WINNER!



Athenian Corner Restaurant

#SelfieAtAthenianCorner

Make It Yours



Instagram

 **lolaeforall**
Lowell, Massachusetts

We are proud to support our Lowell small businesses. They create jobs, invest in our community, and continue to make our city a great place to live, work, and play. Let's continue to invest in them by shopping and eating local. **We are stronger together.**

 **Lowell Development & Financial Corporation**

 **GREATER LOWELL CHAMBER OF COMMERCE**

 **ENTREPRENEURSHIP CENTER**

 **EforAll**
LOWELL-LAWRENCE

Liked by growatcti and 13 others

lolaeforall *Tag a business you love*****

The Greater Lowell Chamber of Commerce,

FARMLWELL Posts

 **farmlowell**



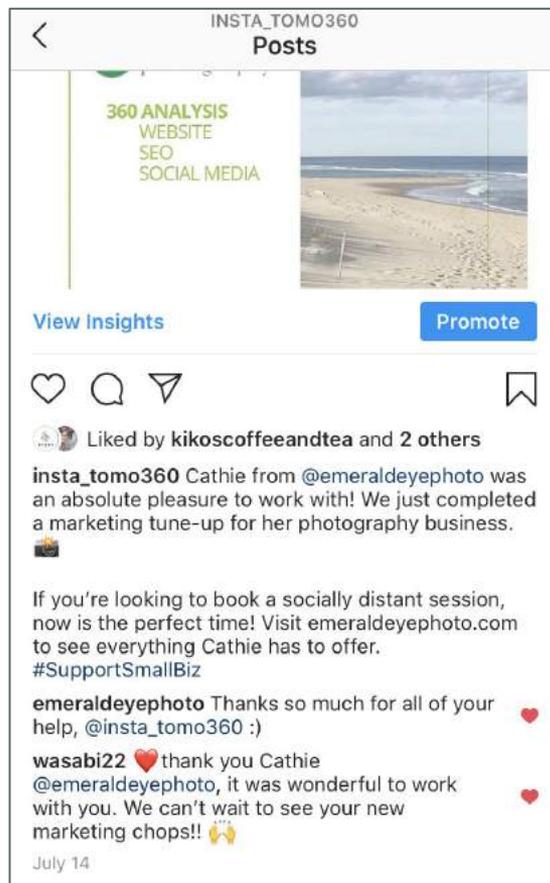
Liked by neighborsacre and 138 others

farmlowell We love meeting first time customers especially when they bring cute baskets like these to use while shopping.



Engagement

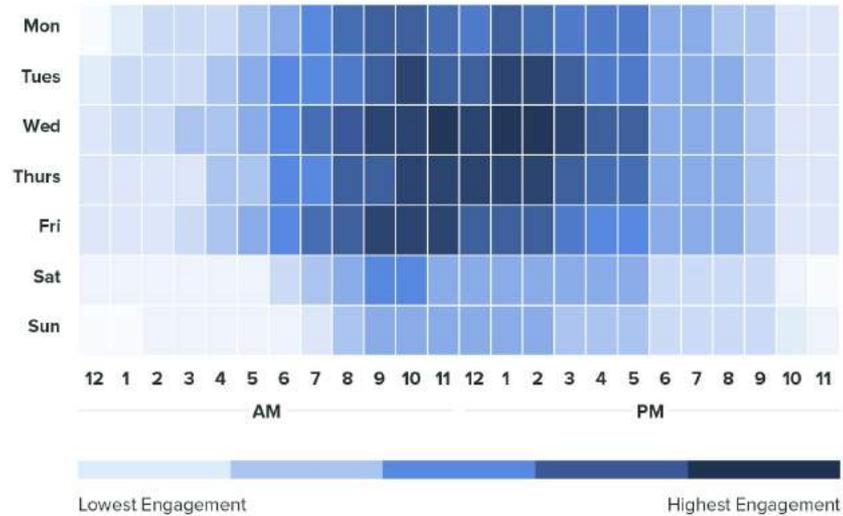
- Respond to reviews
- Retweet, re-share and like other content
- Add polls to your content
- Tag relevant people/businesses in your posts
- Create thoughtful captions that customers are more likely to interact with
- Call to actions



Optimal Posting Times

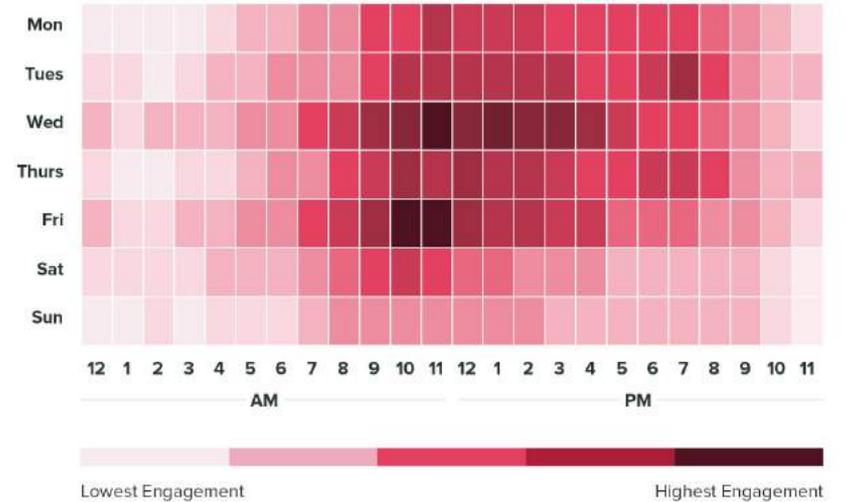
Facebook Global Engagement

sproutsocial



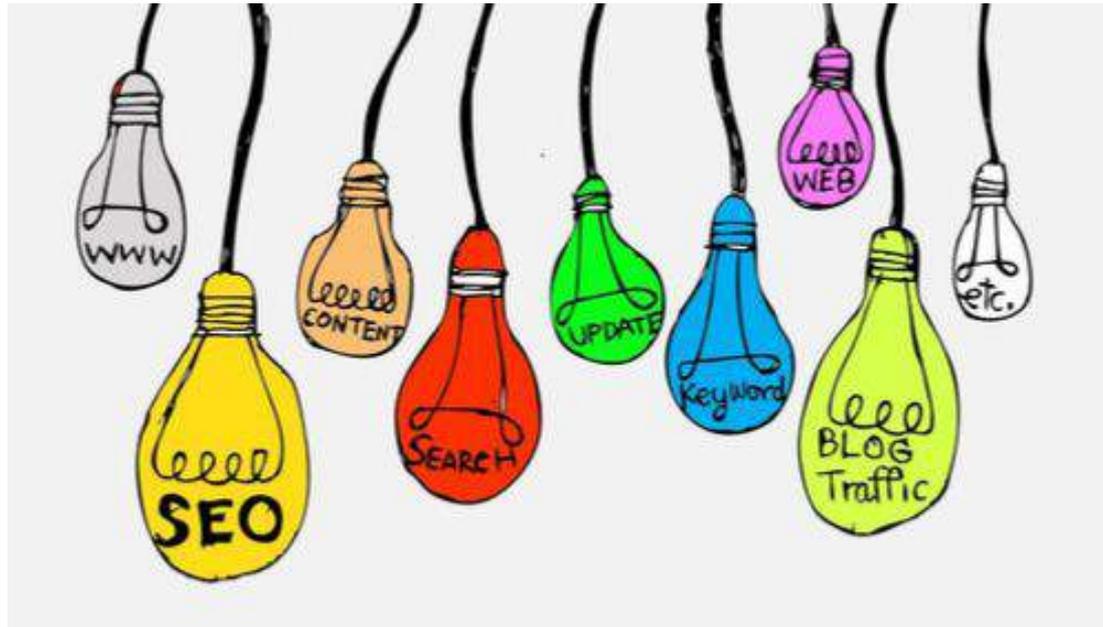
Instagram Global Engagement

sproutsocial



Social Media Ads

Paid: spending money for Facebook and Instagram ads targeted to a demographic of your choice, lookalike audience and fans



Athenian Corner Ads

Targeted Key Groups

1. People who already like the page
2. People in Lowell
3. Ages 30-65
4. Foodies that like Greek cuisine

Result: high success, low cost



Athenian Corner

June 24 at 10:16 PM · 🌐



We serve healthy Mediterranean fare every day for lunch and dinner. Our welcoming, family-owned restaurant provides outdoor seating, indoor dining, and take-out/delivery - it's up to you! Call for reservations or to place an order: 978-458-7052.

Reach: 4243
Engagements: 180
Spent: \$50 for 2 ads
Cost per click: \$0.27

4,243

People Reached

180

Engagements

Boost Again



Social Media Analytics



- Understand your audience
- Measure your ROI and see your marketing impact
- Make strategic decisions
- Compare performance
- Understand your competition
- Efficiency

Video is a preferred media

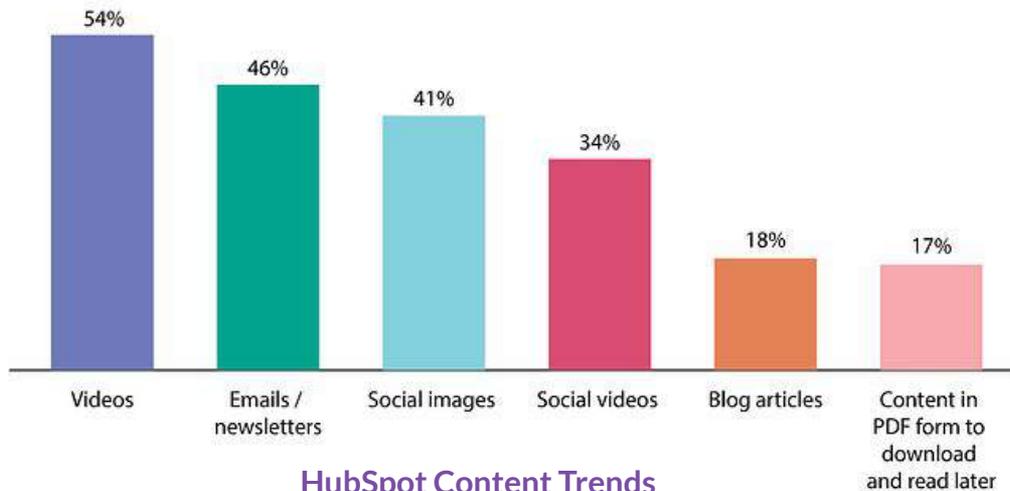
Tips

- Be authentic
- Use caption
- Have fun
- KISS (Keep it short & simple!)

- **Instagram:** 30 secs
- **Twitter:** 45 secs
- **Facebook:** 30 secs
- **YouTube:** 2 min

For brands, video content is preferred

What kind of content do you want to see from a brand or business you support?



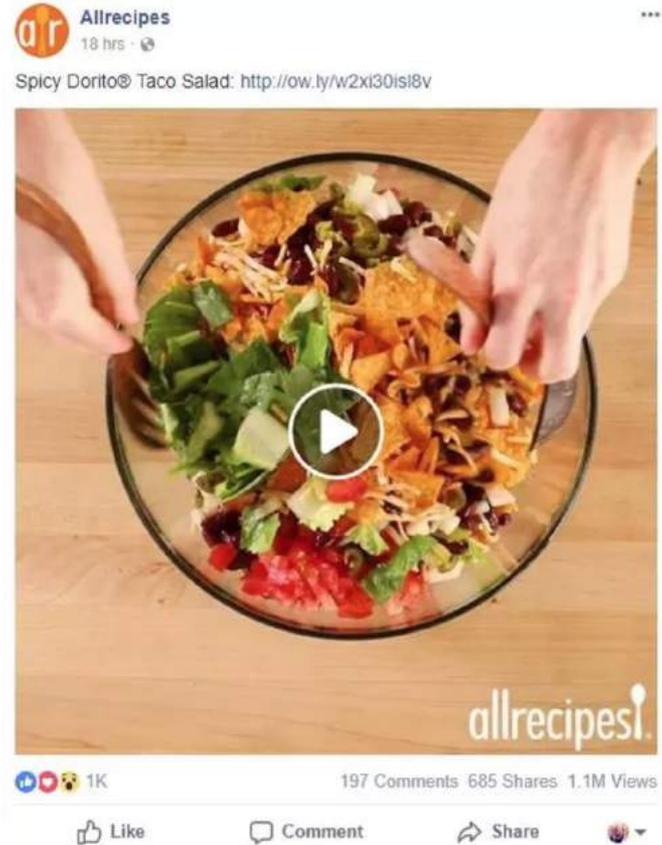
HubSpot Content Trends



Utilize Video

Ideas

- Record client testimonials
- Interview your staff
- Tell your story
- Announcements
- Facebook Live at events
- Recipes
- How-tos
- Offer incentives



SOCIAL MEDIA TOOLS



Canva

Graphic design platform to help you create social media graphics, presentations, posters and more!

At Tomo360, we use Canva to make custom graphics, often times to include our logo.



Hootsuite

If you're serious about scheduling your posts and engagement, Hootsuite is a great platform.

\$29/month for the Professional Plan



Benefits
Can control up to 10 accounts
Unlimited scheduling
Key performance metrics

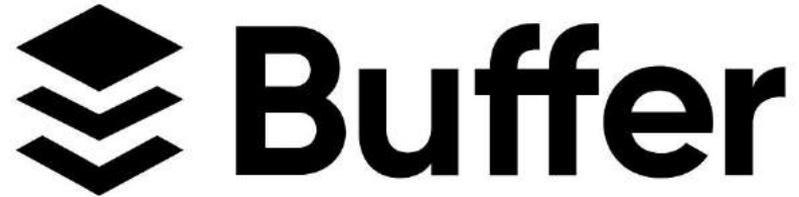


Buffer

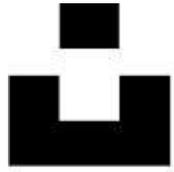
If you're serious about scheduling your posts, Buffer is a great platform.

\$15/month for the Pro Plan

Benefits
Can control up to 8 accounts
100 scheduled posts
1 user



Free Stock Photo Websites

 **Unsplash**

picjumbo

 **Pexels**

pixabay 

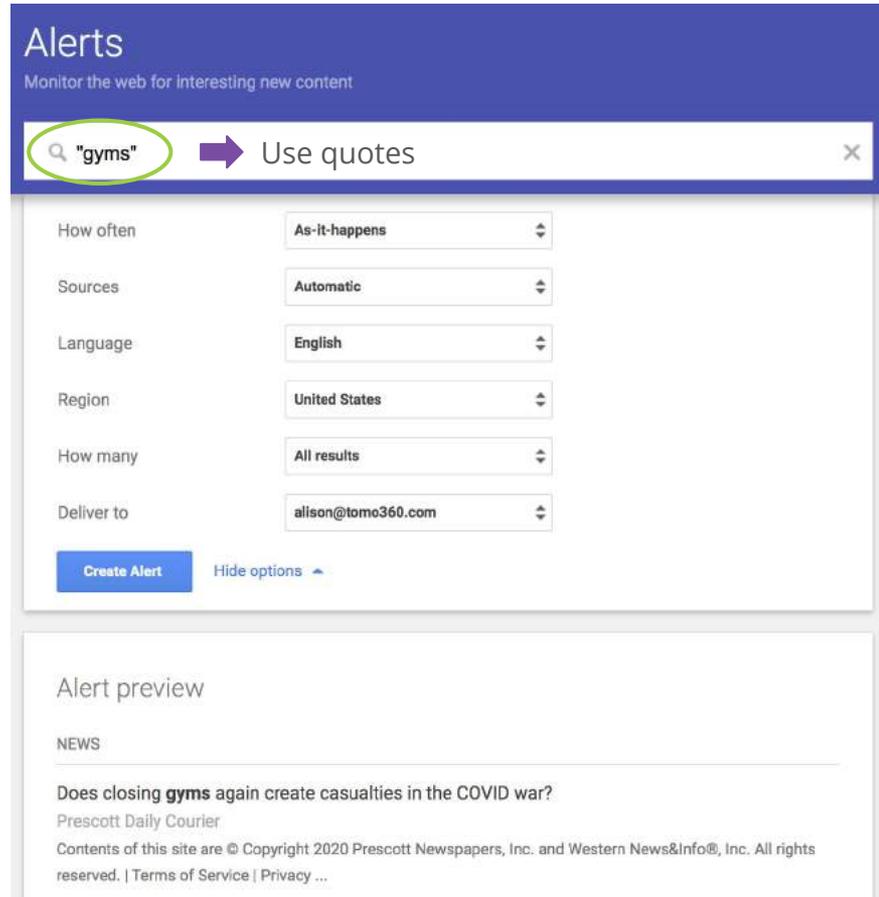
Instagram tools



FOURSIXTY

Google Alerts

- A free monitoring tool
- Visit google.com/alerts
- Stay up-to-date with everything happening in the marketplace
- What's your competition doing?

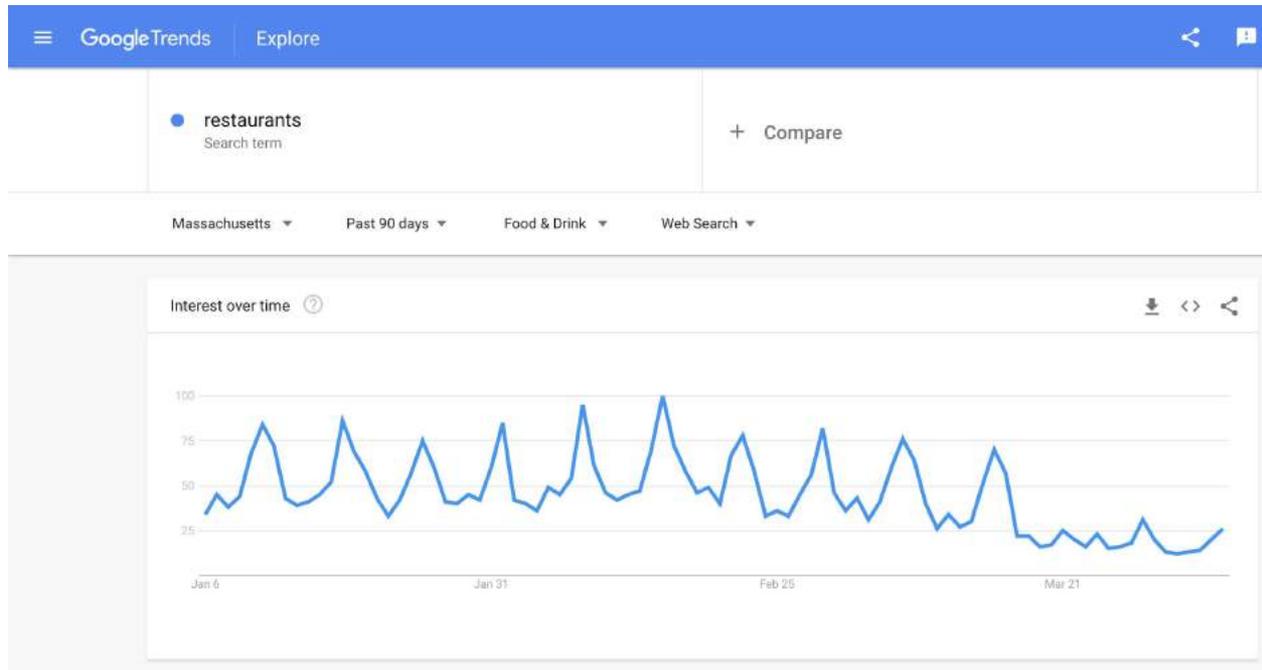


The screenshot shows the Google Alerts interface. At the top, the word "Alerts" is displayed in white on a blue background, with the subtitle "Monitor the web for interesting new content". Below this is a search bar containing the text "gyms" in quotes, with a magnifying glass icon on the left and a close button on the right. A purple arrow points to the search bar with the text "Use quotes". Below the search bar are several settings: "How often" set to "As-it-happens", "Sources" set to "Automatic", "Language" set to "English", "Region" set to "United States", "How many" set to "All results", and "Deliver to" set to "alison@tomo360.com". A blue "Create Alert" button and a "Hide options" link are at the bottom of the settings section. Below the settings is an "Alert preview" section with the heading "NEWS" and a preview of an article titled "Does closing gyms again create casualties in the COVID war?" from the Prescott Daily Courier. The preview includes a copyright notice: "Contents of this site are © Copyright 2020 Prescott Newspapers, Inc. and Western News&Info®, Inc. All rights reserved. | Terms of Service | Privacy ...".

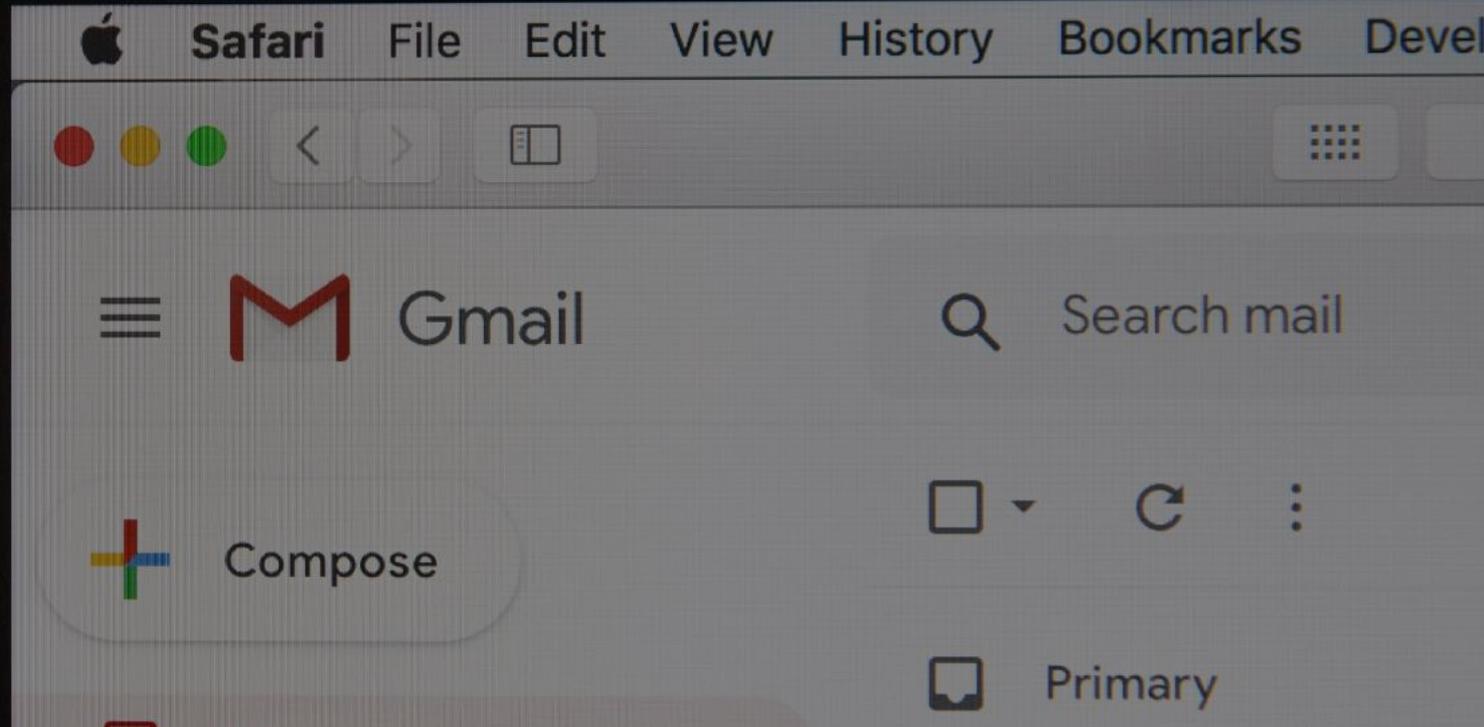


Google Trends

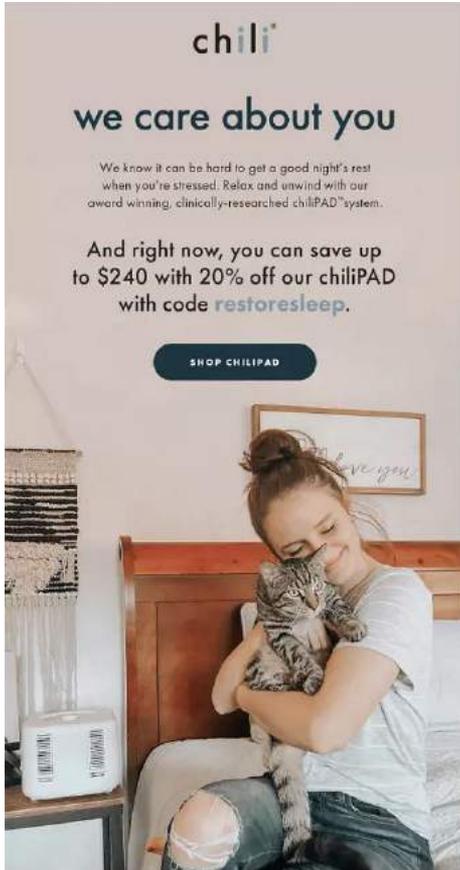
Social media is the easiest way to keep up with the latest trends. Learn more with Google Trends.



EMAIL MARKETING



Email Marketing



chili

we care about you

We know it can be hard to get a good night's rest when you're stressed. Relax and unwind with our award winning, clinically-researched chiliPAD™ system.

And right now, you can save up to \$240 with 20% off our chiliPAD with code [restoresleep](#).

[SHOP CHILIPAD](#)

Why?

Low cost

High ROI

Lines of communication remain open

Update customers

To Email Effectively

Be mindful of what's "essential"

How will your product/service fulfill a need?

Be positive but honest

Evaluate timing

Unsubscribe option



Lowell TeleMedia Center Reopening Eblast



**LTC will Reopen
Starting August 3, 2020**

COVID-19 Update | July 23, 2020



Welcome back! Lowell TeleMedia Center will reopen its doors to members on August 3 with new safety precautions. The studios, edit rooms, and remote production equipment will be available for member productions by reservation. The open hours are Monday through Thursday from 10:00 am to 9:00 pm and Friday from 10:00 am to 4:00 pm. LTC will be closed on Saturdays.

Face coverings and gloves are required in the building at all times except for on-air talent during production. Producers may not bring more than four people with them to studio A as crew or talent. Only one person at a time will be allowed to use the edit rooms. Studio B is still off limits as social distancing is not possible in the small space, but producers who used to use Studio B may reserve Studio A for their shows. Staff will clean equipment between uses.

Because there will be reduced staff hours on-site, the front door will remain locked. If you are at the door for an appointment, please ring the newly installed doorbell to gain admittance, or call the main phone number **978-458-5400**. To make a reservation, please email smanock@LTC.org or call during open hours.

These reopening plans may be altered if COVID-19 conditions worsen in Middlesex County. Notices about LTC operations will be posted on the LTC website, LTC.org.

We are excited to welcome members back to LTC. Please stay safe!

The LTC Staff

Our mission is to strengthen the City of Lowell as a community media and education center that empowers, connects, and informs all residents, businesses, and organizations in the city.

LOWELL TELEMEDIA CENTER | LTC.org



Oyster Creek Social Distancing Eblast



THE ICO TRIO OF OYSTERS

ISLAND CREEK | ROW 34 | AUNT DOTTY

The silver lining of social distancing

Like many local farmers and small businesses, we are facing a challenging time. But, what we have come to realize is that at Island Creek we are lucky in ways many of them are not. We have the means to continue delivering some of life's small joys straight to your door in the coming weeks; fresh, local and healthy oysters. Let's be honest, farmers have been mastering social distancing for centuries, and because oysters are our livelihood, our farms out on the bay are still open and being tended to by our crew.

We have decided to offer all three of our own

We have decided to offer all three of our own oysters—grown here at Island Creek—at special prices rarely seen in our online shop.

We want to assure you are fueling up on power packed, zinc-filled food to keep your immunity strong and your spirits high.



ISLAND CREEK OYSTERS

50 ct. | 100 ct.

\$105 | \$150

\$85 | \$110

BUY OYSTERS



AUNT DOTTY

50 ct. | 100 ct.

\$105 | \$150

\$80 | \$105



TEXT MARKETING

A close-up photograph of a person's hand holding a smartphone. The person has light-colored nail polish. The phone is held horizontally. Overlaid on the image in a bright green, bold, sans-serif font is the text 'TEXT MARKETING'. The background is blurred, showing what appears to be a computer monitor.

Text Marketing

Why?

89% of customers use mobile phones while shopping*

Relevant

Engagement

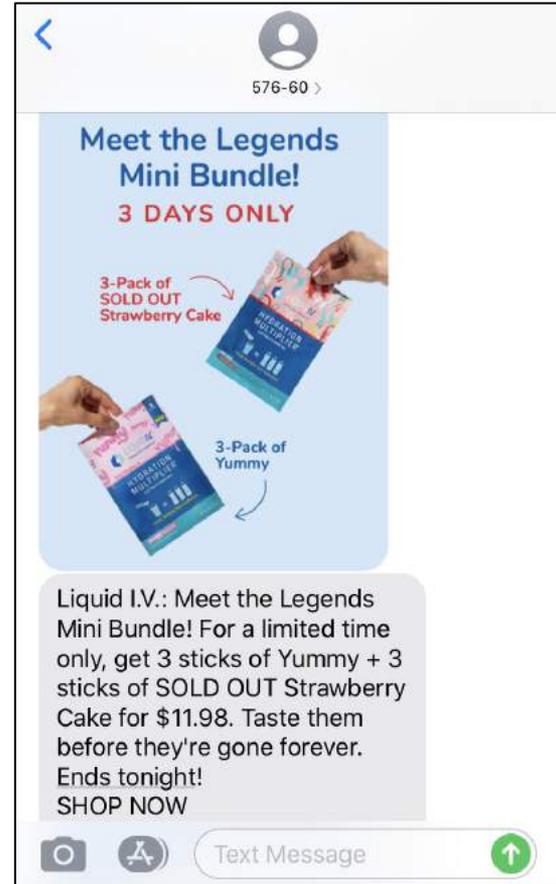
To Text Effectively

Short and sweet

Call to action

Expiration date

Timing



Text Vendors

 **EZ Texting**

SimpleTexting 

TextMagic 

 **twilio**

 **Quiq**

 **TrueDialog** 

Call to Action

“Show this text”

“Click here”

“Buy now”

“Ends soon”

Text-to-win

Text-to-vote



Opt-In Best Practices

- Company name
- Value proposition
- Frequency of messages
- Message and data rates may apply
- Opt-out instructions

WANT SUBWAY® DEALS SENT DIRECTLY TO YOUR PHONE?



**TEXT OFFERS TO 782929
(SUBWAY) TO START
RECEIVING WEEKLY OFFERS**

Limited Time Only. Message and data rates may apply. Max 10msg/mo-Msgs may be auto dialed from SUBWAY Restaurants. Consent not required to buy goods/svcs. Terms and conditions at subway.com/subwaynot/TermsOfUse.aspx and Privacy Policy at subway.com/subwaynot/PrivacyPolicy-FWIH.aspx. For help, text HELP to 782929. To opt-out, text STOP to 782929. Valid at participating restaurants. Additional charges for extra and deli. Plus tax. May not be combined with other offers, coupons or discount cards. SUBWAY® is a Registered Trademark of Subway IP Inc. ©2016 Subway IP Inc. submdl 26184

\$20 OFF YOUR NEXT PURCHASE
WHEN YOU JOIN OUR **MOBILE VIP CLUB**
TEXT TANS TO 33733

*Less than 4 Msg/mo. Text STOP to stop. Msg & data rates may apply. T/C: seattlesuntan.com/mobileterms. Full \$20 must be used at time of purchase. Cannot be combined with any other offer. One use per account.

Redbox on Your Phone

Find & reserve movies for pickup on the go – and get deals along the way.

Ring, Ring!

Redbox Text Club

The Redbox Text Club

Join now for members only deals. You'll also be the first to hear about the latest Redbox news, releases and more!

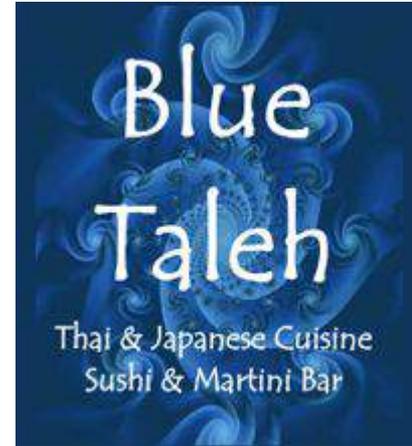
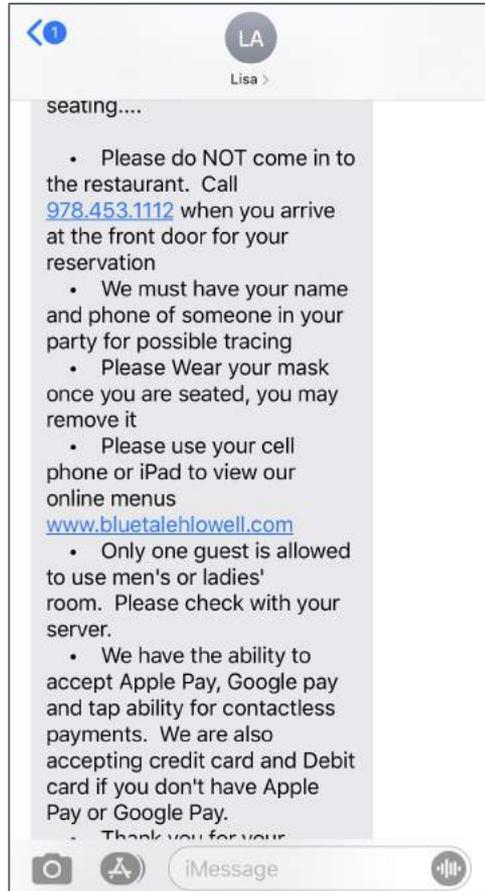
Questions? Find the answers and terms [here](#).

To get on the list*, text SIGNUP to 727272.

*You will receive recurring messages. Message and data rates may apply. Text STOP to cancel. HELP for help. By texting in you agree to get texts from Redbox at your mobile number, which may be sent through an automatic telephone dialing system. Consent not required to rent/buy from Redbox. Terms: <http://www.redbox.com/textclub/faq/privacy-policy>



Blue Taleh Text Message



Welcome to Blue Taleh



OTHER TACTICS

A close-up photograph of a person's hand holding a smartphone. The person has light-colored, possibly white, manicured nails. The phone is held in a way that the screen is visible but slightly out of focus. The background is a soft, out-of-focus grey. The text 'OTHER TACTICS' is overlaid in a bright green, bold, sans-serif font across the upper middle of the image.

Live Stream

80% of consumers prefer live videos over reading a blog
63% of people aged 18-34 watch live stream content regularly
More than 1 in 5 Facebook videos are live

 **LIVE** TUNE IN FOR A FACEBOOK LIVE Q&A




WEDNESDAY, APRIL 15th | 5:00 PM
WITH
KYLEE FARNKOFF
DIRECTOR OF ERIN'S HOUSE

Come ask her your questions about recovery and how to safely navigate COVID-19.

THEMEGANHOUSE.ORG



 **The Megan House Foundation, Inc.: LIVE Q&A with Kylee Farnkoff, Director of Erin's House...**

Kylee Farnkoff, Director of Erin's House, of The Megan House Foundation, went LIVE to discuss recovery and how to safely navigate COVID-19 during recovery. She took questions from viewers and gave an overview of Megan's House, Erin's House and...

10:28 · Was Live: 05/13/2020 · Owned · Appears Once · View Permalink · Copy Video ID



Offer Incentives

- **Rewards:** Introducing a points or spend-based system for giving out special rewards for repeat guests
- **Personalization:** Personalized messaging and automated email marketing: birthday wishes and gifting, exclusive offers, and perks
- **Seasonal marketing:** Building campaigns around holidays such as Easter, Father's Day, Valentine's, Thanksgiving, and so on



Cross Promote

- Add email sign-up to Facebook
 - Build an email list to nurture leads through loyalty program
- Multichannel marketing can help maximize opportunities and bring in new revenue
 - The idea is to implement a single strategy across multiple channels or platforms such as promotional events, text or email
- Local online marketing and ads



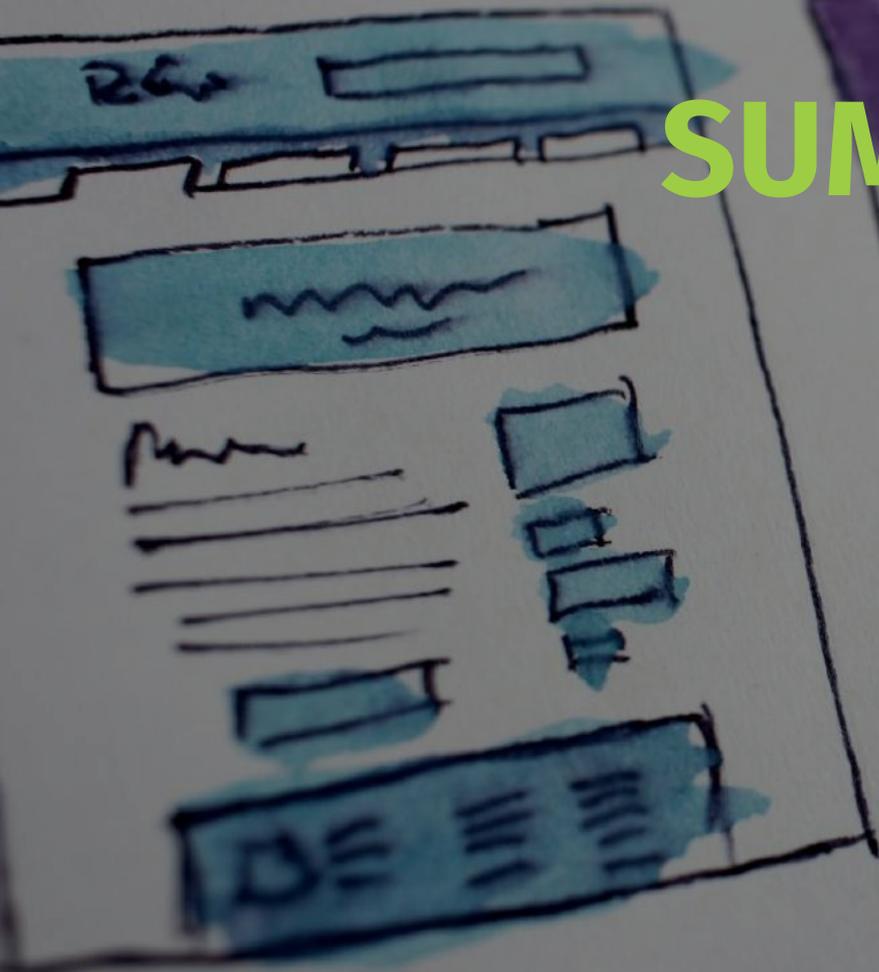
Partner With Other Businesses



- Create an arrangement with a local business that provides mutual benefit for both parties
- Identify crossover in your audience and your non-competitor's audience



SUMMARY



Webinar 2 Key Takeaways

- Utilizing a **marketing plan** can increase the likelihood of success for your business
- Creating **unique and engaging content** will increase your social media visibility
- If you never considered **email marketing**, now is the time



#MarketingAfterCOVID



Marketing Canvas

The Marketing Canvas

Designed for:

Strengths	Customer Segments	Customer personas
	Weaknesses	Key Benefits
Opportunities	Your Products/Services	Features
	Threats	Problems and Solutions





QUESTIONS?

#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



Contact Lowell Economic Development



facebook.com/dobizinlowell



@DoBizInLowell



Dobizinlowell



www.lowellma.gov/724/Economic-Development

Email Lowell Economic Development Team

Maria Dickinson: MDickinson@lowellma.gov

Tom Lamond: Lamond@lowellma.gov

Christine McCall: CMcCall@lowellma.gov



#MarketingAfterCOVID



Thank you for attending our Marketing Grant Webinars!

How to become eligible to receive grant funding:

- ✓ Attended **both webinars**: 8/13/20 and 8/27/20 (full webinar)
- ✓ Complete both your **"Marketing Canvas"** and **Marketing Budget** and return to DoBizinLowell@lowellma.gov (please do not hesitate to reach out to Susu or Economic Development staff for assistance)
- ✓ Funds can only be utilized for **marketing activities** to help your business, nothing else! (i.e. website development, Social Media ads; purchases of software or subscriptions such as Constant Contacts, MailChimp, etc...)
- ✓ Economic Development staff will review and approve your marketing canvas, budget and any quotes/estimates for work to be performed (i.e. website design) prior to funds being released
- ✓ Grantee is responsible to seek quotes from approved/ qualified professionals
- ✓ Reimbursements/release of funds cannot be made until a **Grant Agreement** is signed by City and grantee.
- ✓ Any purchases expenses accrued prior to the date on the grant agreement won't be eligible for reimbursement.
- ✓ Deadline to execute grant agreement and utilize grant funds no later **than October, 15th, 2020**.
- ✓ Please note, that even if a business meets the aforementioned criteria it is not guaranteed to receive a grant due to funding constraints of this program. The City reserves the right to discontinue or modify requirements and funding as necessary.

Questions?