

## HOW DO I REACH OUT TO MY CUSTOMERS?

During these uncertain times where many businesses have been closed, or will be operating at reduced levels due to social distancing recommendations, many of you have implemented different safety precautions to protect your business and customers. There is no end in sight as to when life will be able to return to “normal”, and as you know, this will cut into your bottom line.

Now, the need for you to reach out and connect with your customers is critical to keep your business profitable. The digital world has been growing for the past several years, but the pandemic has caused it to explode. Your customers are spending more time than ever online and on social media, which offers you an opportunity to connect directly with them.

### Here are some quick and easy ways to provide trust, expertise and a personal connection:

- Recognize the situation that your customers are in and how things have changed. Focus your communication on empathy.

- Offer assurance to your customers that you have taken the necessary steps to keep them safe.



- Show your customers what your business looks like and the preparations you have made. Be real - this will help you connect and show them first-hand that you are ready.



- Clearly communicate how your customers can purchase from you, whether it's in-person, online, or over the phone.



- Share your expertise to offer advice about your product. For example, maybe you offer ideas about cleaning a fabric or a way to do food preparation. You don't need to give away business secrets, but this will establish trust.

- Give a tutorial on how to use different products.

- Try to keep “selling” to a minimum so you don't seem insensitive to the situation people are in.

- Give a shout out to recognize and show appreciation to your employees.



- You could go “LIVE” from your business! As an example, use the Facebook Live platform to talk about a product or give a tour of your business.



If you aren't familiar with social media or digital formats, it's likely that you know someone that could help you - perhaps an employee or a friend. Many of these ideas can also be incorporated into print materials for marketing as well. Establishing an online outreach calendar is a great way to keep your messaging consistent. If you can't find someone to help, there are companies who specialize in marketing and now may be the right time for your business to incorporate this into your marketing plan moving forward. Social Siren Marketing in Woodruff is one example, but a simple google search could offer other ideas throughout northern Wisconsin.



The Northwest Wisconsin Workforce Investment Board recently put together a series of webinars featuring ways to use social media to engage your customers using Facebook, Instagram, and TikTok.

Check them out at <http://www.nwwib.com/webinars>.