

**B2B MARKETING DURING THE CORONAVIRUS:**

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# **WHAT GIFT, HOME, AND FURNITURE MARKETERS NEED TO KNOW**

WHEREOWARE



# ABOUT US

We drive **smart growth** through **digital marketing strategy** and **activation**.

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- 20 years of experience
- Gift, Home, Furniture, + Other Clients
- Digital Strategy
- Email Marketing + Digital Ads
- Personalized Websites / E-commerce
- Customer Acquisition, Retention, Maximization
- Marketing Optimization
- Consulting, Data Integration, + Analytics

cf | HOME

**imax**  
WORLDWIDE HOME

\*Bloomingville  
HOME. LUXURY. LIVING.

PARAGON



UTTERMOST

ILLUME®

**Liberty Furniture**  
INDUSTRIES, INC.

**BOSCH**  
Invented for life

CURREY  
& COMPANY

Transpac  
*From Everyday To Holiday®*



**GANZ®**

*Home Elliott*

**creativeco-op**  
DESIGNED BY US - INSPIRED BY YOU

PRIMITIVES BY  
WHOLESALE *Kathy*

**CSS**  
CSS INDUSTRIES, INC.

**Cuisinart®**



**tgb BRANDS™**

**Sullivans®**  
— HOME BEGINS HERE® —

pitney bowes

**dei**  
We Bring The FUN®

**DanESCO®**

**Brownlow**  
— GIFTS —

**YAMAHA**

American Airlines


**IBM®**

**tag**

**EVERGREEN**  
ENTERPRISES, INC.

**MARIPOSA®**  
We Have a Gift for Entertaining

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The background image shows a hand touching a tablet screen. The screen displays various data visualizations and icons, including a bar chart, a line graph, a pie chart, a cloud, a lightbulb, a shopping cart, a location pin, an @ symbol, a padlock, a group of people, and a checkmark in an envelope. The overall theme is digital communication and data sharing.

# HOW SHOULD I SHARE COVID-19 UPDATES?

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# WEBSITE

- COVID-19 landing page
- Global banner linking to landing page
- Updated FAQ page
- Add a comment field to Contact Us form to collect COVID-19 questions

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Learn More About Our Response to COVID-19 »

EN FR

Search

Contact Us Register Login

Shop By Brand Home Decor Garden & Outdoors Gift Fashion Health & Wellness Seasonal Sale About Us

SIGN IN

## Giftcraft's Response to COVID-19

**UPDATED: MARCH 24, 2020**

To Our Valued Retail Partners and Giftcraft Family:

We've been thinking a lot about you lately while we actively monitor the rapidly evolving situation around the coronavirus pandemic (COVID-19) - our retailers, our employees, and our greater communities. Your health and safety are our top priorities and at the heart of every decision we make. We are following all governmental guidelines, recommendations and declarations and hoping to communicate with you clearly and directly.

### TEMPORARY SHIPPING SUSPENSION

The Ontario, Canada government has ordered all non-essential services/businesses to cease operations effective March 24, until further notice. As a result, Giftcraft will suspend all shipping. This shutdown does not affect our support teams currently working from their homes.

We understand many of you have upcoming shipments and are happy to help you manage these shipments. Simply reach out to your Giftcraft Sales Representative or Customer Service and together we'll find a solution that works for you.

Email Us: [customerservice@giftcraft.com](mailto:customerservice@giftcraft.com)  
Call Us: 1-877-387-9777 (Canada) | 1-877-387-4888 (U.S.A.)

Important to know... orders placed during this mandatory shipping will receive the highest priority when shipping resumes.

### We're Here For You

#### SALES FORCE

Your Giftcraft Representative is ready to support you in any way possible. Whether by phone, video conferencing or the latest screen sharing technology, they are invested in helping you make the best decisions for you and your business and to make your interactions with them as easy and seamless as possible.

CONTACT YOUR GIFTCRAFT REPRESENTATIVE

#### ONLINE


Giftcraft.com will continue operations as usual and is an ideal way to continue to manage your business, place orders, pay invoices and track your shipments.

If you don't have an online login, [EXPRESS REGISTER](#) Today! Simply enter your 6-character Giftcraft Account Number and the phone number associated with your account and start shopping online!

### We'll Get Through This Together

There is a great deal of fear and anxiety everywhere and no one is immune to this feeling of uncertainty. However, in spite of this, we have great confidence we will get through this together. Our ultimate goal is to maintain the health and well-being of our team members and ensuring you have product on your shelves when your customers return to your stores.

Effective March 16, we implemented a work-from-home policy for



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# EMAIL

- If sending a COVID-19 email, ask yourself:  
Is this new info my customers need *right now*?
- Add a banner to one-offs, linking to your COVID-19 landing page
- Allow subscribers to “Snooze” emails
- Monitor performance metrics, like email open and clickthrough rates. Send to active lists to avoid negative impacts on deliverability



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# EMAIL



- Review one-off and continuous campaigns for insensitive themes, messaging, and tone. Check for:
  - Playful tones (proceed thoughtfully)
  - References to travel or markets
  - Invitations to in-person events
  - In-person-only promotions
- Consider pausing or revising automated programs
  - Reorder/No order campaigns
- Coordinate customer service and sales with your marketing database. If a customer closes, suppress them from your mailing lists or mark them to segment later

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# SOCIAL AND PPC

## Social:

- Boost your social presence – be responsive to comments and questions
- Share what you're doing about COVID-19 on LinkedIn, or in an Instagram/Facebook Story
- Feature your retailers, share their website or social page to help support their business
- Show how you're supporting employees and independent retailers

## PPC:

- Review all ad copy and creative for insensitive language or imagery
- Review keywords to make sure they're still relevant during this time
- Monitor all social ads and posts for negative comments and engagement levels





# HOW CAN I SUPPORT MY SALES TEAM?

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# HOW TO KEEP REPS ENGAGED WHEN RETAILERS ARE CLOSED?

- **Set virtual meetings**, using video to mimic in-person appointments
- Provide COVID-19 talking points for customer communications
- Give each rep a **personal, trackable coupon code** to share with customers for online purchases
- Update reps on **changed promotions, strategy, and buying seasons.**



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# HOW TO KEEP REPS ENGAGED WHEN RETAILERS ARE CLOSED?

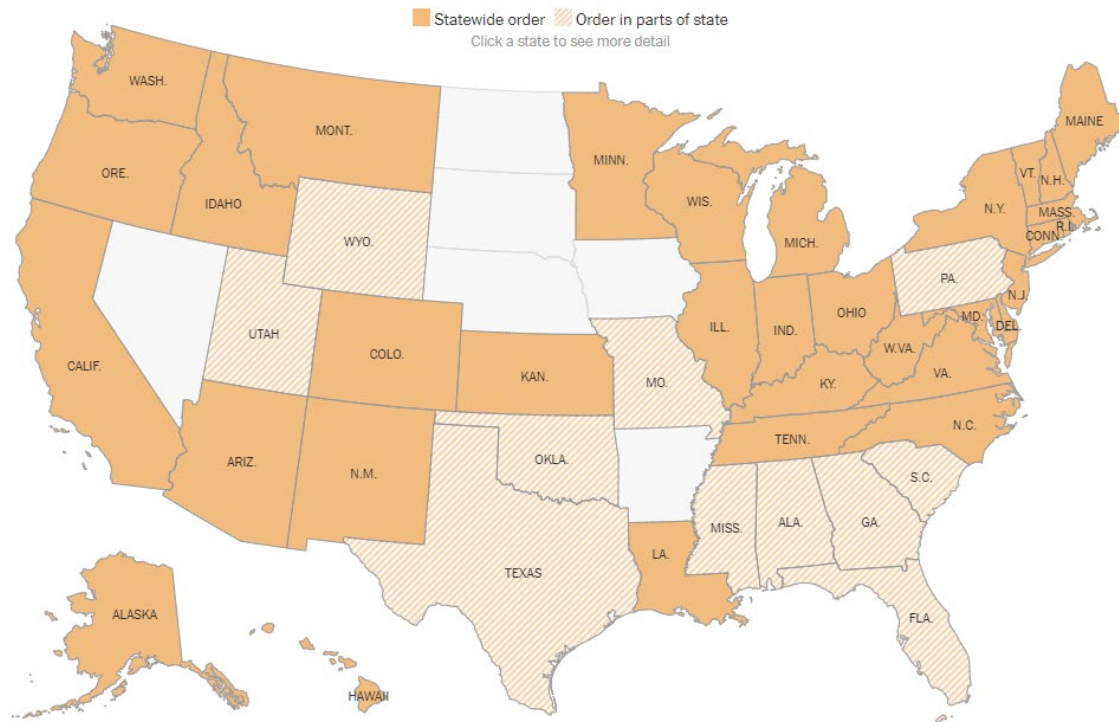


- Encourage reps to stay active in the Industry and community – pay attention to open businesses and new methods of getting product to the consumer
- **Create helpful content** reps can provide retailers
  - Product imagery and descriptions to support their website
  - Pre-written promotional/copy for them to share on social

# HOW TO KEEP REPS ENGAGED WHEN RETAILERS ARE CLOSED?

*The New York Times*

By Sarah Mervosh, Denise Lu and Vanessa Swales Updated March 31, 2020



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The background is a blurred image of a hand holding a pen, poised to write on a document. Overlaid on this is a semi-transparent grid and a line graph with several data points, suggesting a business or financial context.

# HOW CAN I PROMOTE MY COMPANY AND DRIVE REVENUE?

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# HOW DO I KNOW WHAT/WHERE TO PROMOTE?

## Match Content to Consumers' Interests Using Data

- Focus efforts on engaged channels
- Review website performance – what pages and products are users browsing most?
- Review website search terms to see if trending keywords have changed

<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behavior		
		Sessions ? ↓	% New Sessions ?	New Users ?	Pages / Session ?	Avg. Session Duration ?	Bounce Rate ?
<input type="checkbox"/>		22.15% 330,999 vs 270,985	39.00% 38.95% vs 63.85%	25.49% 128,929 vs 173,035	157.33% 11.59 vs 4.51	187.90% 00:07:57 vs 00:02:46	54.60% 21.18% vs 46.65%
<input type="checkbox"/>	1. Email	300.90% 87,625 vs 21,857	-21.47% 24.56% vs 31.27%	214.82% 21,518 vs 6,835	99.78% 11.21 vs 5.61	112.21% 00:07:15 vs 00:03:25	-25.70% 28.36% vs 38.18%
<input type="checkbox"/>	2. Direct	152.60% 141,566 vs 56,044	-15.72% 54.13% vs 64.23%	112.89% 76,636 vs 35,998	153.66% 10.87 vs 4.29	148.54% 00:07:24 vs 00:02:59	-64.27% 17.66% vs 49.44%
<input type="checkbox"/>	3. Referral	20.71% 29,278 vs 24,254	-64.38% 18.54% vs 52.05%	-57.00% 5,428 vs 12,624	157.22% 12.29 vs 4.78	246.74% 00:11:04 vs 00:03:12	-37.44% 27.83% vs 44.48%
<input type="checkbox"/>	4. Paid Search	-49.73% 33,338 vs 66,316	-52.00% 31.81% vs 66.27%	-75.87% 10,604 vs 43,945	218.53% 13.84 vs 4.34	287.15% 00:08:49 vs 00:02:17	-73.49% 12.90% vs 48.67%
<input type="checkbox"/>	5. Organic Search	-74.63% 31,104 vs 122,625	-56.50% 29.40% vs 67.58%	-88.97% 9,144 vs 82,873	210.23% 14.65 vs 4.72	239.48% 00:09:46 vs 00:02:53	-70.91% 13.09% vs 45.01%
<input type="checkbox"/>	6. (Other)	-78.94% 4,669 vs 22,170	27.18% 71.24% vs 56.01%	-73.22% 3,326 vs 12,418	34.88% 5.28 vs 3.91	33.44% 00:03:02 vs 00:02:16	-7.28% 45.62% vs 49.20%
<input type="checkbox"/>	7. Social	-92.07% 2,487 vs 31,380	17.83% 77.40% vs 65.69%	-90.66% 1,925 vs 20,614	6.72% 4.39 vs 4.11	52.59% 00:03:10 vs 00:02:04	-1.25% 45.92% vs 46.50%

# SHOULD WE STILL PROMOTE HOLIDAYS/SPECIAL DATES?

- Review buyer and search behavior to gauge audience interest
- Update campaign copy/themes to not promote irrelevant items (ex: in-person specials; display ideas)
- Consider how events will change (ex: baby showers cancelled, but guests still send gifts)

Page ?		Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		346,279 % of Total: 100.00% (346,279)	247,757 % of Total: 100.00% (247,757)	00:00:40 Avg for View: 00:00:40 (0.00%)	40,125 % of Total: 100.00% (40,125)	34.87% Avg for View: 34.87% (0.00%)	11.59% Avg for View: 11.59% (0.00%)	\$9.80 % of Total: 103.42% (\$9.48)
1.	/shopping-cart/	29,678 (8.57%)	7,230 (2.92%)	00:00:35	1,279 (3.19%)	40.22%	7.48%	\$10.63(108.42%)
2.	/checkout/	14,812 (4.28%)	9,346 (3.77%)	00:00:42	137 (0.34%)	49.64%	4.46%	\$29.75(303.52%)
3.	/	12,086 (3.49%)	8,632 (3.48%)	00:00:35	6,765 (16.86%)	12.21%	13.78%	\$4.33 (44.19%)
4.	/Seasonal-Thanksgiving/	10,773 (3.11%)	6,770 (2.73%)	00:00:53	2,516 (6.27%)	41.21%	19.17%	\$3.68 (37.50%)
5.	/Seasonal-Christmas/	8,280 (2.39%)	5,680 (2.29%)	00:00:38	602 (1.50%)	39.70%	11.93%	\$4.14 (42.27%)



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# HOW CAN I SUPPORT RETAILERS FACING STAY-AT-HOME?

## BE FLEXIBLE

- Allow customers to delay ship dates
- Offer free order cancellations for retailers with closed stores
- Offer credits toward future orders, instead of refunds
- Extend terms and credit lines
- Re-evaluate order/re-order minimums and accepted methods of payment
- Look into supporting drop shipping retailers
- Reduce order minimums





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## IDEAS/CAMPAIGNS TO DRIVE REVENUE?

- Run a **Virtual Market event on your website** – introduce show specials to mimic traditional markets
- Consider investing in your **e-commerce website**, selling on Amazon, or targeting B2C
- Boost your loyalty program with double points/incentives for **online orders**.
- Try “Buy Now, Pay and Ship Later,” dating promos, and shipping/freight discounts.
- Promote **easy to ship** items to encourage customers gifting or reselling your products.
- Try an Overstock After-Season sale – **sell excess seasonal inventory** at great margins to support customers, while driving traffic on your website

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# BEST SOCIAL MEDIA TO COMMUNICATE/REACH CLIENTS?



- For prospecting, Facebook and Instagram
- For networking, LinkedIn
- Humanize your brand. Share photos. Respond to comments and questions
- Create content: design inspiration, work from home tips, or anything helpful to your retailers
- **Test promotions, copy, and imagery** on social, and apply learnings to email, PPC ads, or your website
- Run a Question and Answer on Instagram story

A top-down view of a wooden desk with a laptop, a hand-drawn business plan, a camera, and various office supplies. The text "HOW CAN I PLAN FOR THE FUTURE?" is overlaid in large white letters. The background image shows a person's hands drawing on a large sheet of paper with various business-related icons and charts. The overall tone is professional and creative.

# HOW CAN I PLAN FOR THE FUTURE?

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WHERE

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# HOW CAN I PREPARE FOR THE REBOUND IN SALES?



## Get a head start:

- **Analyze marketing performance** to identify future optimizations and campaigns.
- Create or clean up your **marketing/editorial calendar**
- Create new content to get ahead of future seasons
- **SEO optimization:** update product names/descriptions and older content for important keywords and SEO best practices
- Run diagnostic and quality assurance (QA) testing on website and email code

# NEED HANDS-ON HELP?

Email [sales@whereoware.com](mailto:sales@whereoware.com) to set up a free 30-minute consultation with a digital marketing expert.

## THANKS FOR WATCHING!

### Contact us:



14399 Penrose PI #450  
Chantilly, VA 20151



[sales@Whereoware.com](mailto:sales@Whereoware.com)

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