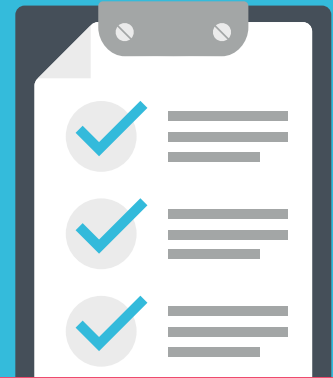


COMMUNICATING COVID-19 INFORMATION: WHAT YOU NEED TO DO



Actions and considerations to communicate a clear and helpful response to the Coronavirus (COVID-19).
* Avoid medical advice of any kind unless you are a medical professional.

Website: Help Customers Find Updates on How COVID-19 Is Affecting Your Business

CREATE A COVID-19 LANDING PAGE

Share essential information and emphasize how you're helping customers. Include:

- Updates on shipping delays, postponed product launches, inventory status, or canceled shows/events.
- Customer support hours and contact information.
- How to contact Sales Reps, including virtual sales rep meetings.
- Incentives and new flexible options like discounts on products and shipping, dating programs, delayed shipping options, free-of-charge cancellations, or new credit rules.
- Links to your FAQ and Contact Us pages or form(s), and other relevant or helpful links, blogs, and articles.
- How you're actively following CDC guidelines (disinfecting shipments and office space, working from home, etc.)

*Add a global banner across all website pages linking to this landing page.

UPDATE YOUR FAQ PAGE

- Address questions and link to your COVID-19 landing page.
- Keep your FAQ page relevant by asking Customer Service Reps for recurring questions.
- Consider sharing commonly asked questions on social media or via email.

Customer Service and Sales Reps: Prepare for Questions

Empower Sales and Customer Service Reps to answer questions and put customers at ease.

- Provide thoughtful and pragmatic talking points for common questions.
- Feature a pre-recorded message on your call center hotline for when you're experiencing high call volumes.
- Check that your website's Contact Us form is working and add a comment field to collect questions.

Email: Proceed Thoughtfully

Use email to engage and inform your audience, but be sensitive and strategic in your approach.

- You don't need to send a COVID-19 email. If you decide to, ask yourself:
 - Is this message useful and sharing new information?
 - Am I addressing and alleviating concerns?
 - Am I offering a promotion or incentive that subscribers will value?
- Add a "Learn About Our Response" banner to one-off emails that links to the COVID-19 landing page.
- Review all automated campaigns for copy or themes that may seem insensitive.
 - Pause programs promoting out-of-stock products or prompting customers to reorder.
 - Remove references to travel and invitations to in-person events.
 - Exclude promotions that can't be redeemed online.
 - Offer a promotion to ease the burden on small businesses.
- Allow subscribers to temporarily "snooze" receiving promotional emails so you don't see an uptick in unsubscribes.

Pay-Per-Click (PPC) + Search Marketing

Check and update existing campaigns.

- Review ad copy for insensitive language.
- Evaluate imagery to ensure it is mindful and appropriate.
- Assess keywords to make sure they're still relevant and timely.

Social: Support Your Community

Intensify your social presence to proactively reach customers and stay top-of-mind.

- Be responsive to mentions, comments, and questions.
- Feature a "Find out more about our response to COVID-19" single image post across social profiles and in Instagram/Facebook Stories.
- Update your Instagram's link in bio to the COVID-19 landing page.
- Share behind-the-scenes pictures of team members working from home.

Have questions or need help applying these recommendations across your digital channels? We can help.

Get in touch:

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