



**PLEASE KEEP  
YOUR DISTANCE**



**THANK YOU!**

# La Grange Delivers

Marketing tips to support recovery  
from the COVID-19 quarantine



Prepared for members of the La Grange Business Association

[lgba.com](http://lgba.com)    [lgdelivers.com](http://lgdelivers.com)

# La Grange delivers *what's needed now*

## **During the pandemic, shopping local provides immediate and long-term advantages**

- Trust — sanitation is a new priority
- Avoid big crowds
- Easy contact tracing
- Keeps La Grange vibrant — an area shopping and dining destination
- A vital, attractive commercial area helps property values over the short and long haul

## **Customer Retention Basics**

Customer retention has never been more critical for economic survival. Many of the people who usually visit your place of business have turned to online resources to meet their need for goods and services. If you don't already have one, add an online store to your website. Feeling overwhelmed? There are members of the LGBA who can help build online stores and shopping carts.

*Look for a list of LGBA resources at the end of this article.*

1. For well-established customers, a simple card or email saying that you miss them and are looking forward to seeing them when your business is open again, reinforces your relationship. Thank your customers for their business.
2. Make sure your customers know how they can continue to do business with you until you are fully open. Are you offering online ordering and curbside pick-up? It's not just for restaurants. Use signs and online platforms to let everyone know!
3. Emphasize the successes, the "thank yous," and testimonials your product or service has received. People want to know that you have a history of happy customers.
4. You are the face of your brand. Get personal! Keep it real.

**Make the message 80/20.**

80% value to the customer, 20% about your business in general.

## ***MAKE SURE YOUR LGBA MEMBERSHIP LISTING HAS A LINK TO YOUR WEBSITE!***

Over 100 members of the LGBA are missing a link to their business website in the members' list. There are two significant advantages in adding a link to your business website, even if it is a corporate website and has no personal information:

1. People visiting the LGBA website will be able to tell what you do!
2. Linking to your website boosts your position in online searches (SEO). For instance, when someone searches "Financial Planners, La Grange," your name is much more likely to appear in organic search results on the first or second pages.

# La Grange delivers *safe shopping*

— Single biggest topic for discussion!

## **The new reality — businesses adjust to COVID-19**

The overriding concern everyone has is avoiding infection. Tell customers how you are preparing for the new reality when you reopen. Inspire confidence that your store will be safe. Tell them what steps you are taking for:

Cleanliness

Hand sanitizer at the counter?

How often will you wipe down countertops and doorknobs?

New hours

Appointments for shopping

A limited number of people in the store

*An LGBA member, One Way Safety, may be able to provide supplies, signs, and safety suggestions.*

# La Grange delivers *personalized care*

## **Touch points**

It takes a minimum of 6 touch points for people to remember your brand. Plan to make multiple connections with your customer base. Some inexpensive ways to reach them are SMS, greeting cards, or post-cards (with featured product photos) or social media.

Do you have a list of email addresses or US Postal Service mail addresses? — Having this information is essential for follow-up and outreach. If you haven't been building these resources, start now!

For small businesses that would like to send a direct-mail campaign but don't have an address list, check out the **US Postal Service Every Door Direct-Mail**, which can be targeted by neighborhood.

<https://www.usps.com/business/every-door-direct-mail.htm>

## **Social Media — content really is king**

There are many ways to reach your customers using social media. If you're new to social media, you can find tutorials on all aspects of it online. If you aren't technically savvy, and really don't want to learn how to make a business Facebook or Instagram page yourself, there is a list of LGBA members who can help at the end of this article.

***If you hire someone to help with the technical parts, know that you'll still need to provide your voice and unique brand experience for the content.*** Show customers why you got into the business you are in, you have knowledge and experience to share. The most critical part of successful social media is generating content that engages, informs, or entertains. The reporting for online marketing is robust. Analytics can track who is responding to your ad by the same demographic information you use in targeting — allowing you to test and refine your message. This information will help you see if you are reaching the people you want. Overall social media is more cost-effective than traditional media.

# La Grange delivers *results*

DELIVERING ON THE PROMISE.

**Twitter accounts** are well suited to professionals and non-profits who need to keep top of mind with their clients or donors. Remember to talk about your customer's needs, **answer their question, "what's in it for me?"** Engage your audience with helpful suggestions related to your service, or for non-profits, report what their donation has done today. For example: "Martha X. was accompanied to dialysis by Interfaith volunteer, Mark Y. Life-saving access provided by Interfaith Community Partners." Tweet frequently and make sure each tweet drives traffic to your website. Use videos for more complex or compelling messages.

**LinkedIn** is best for business to business advertising or for marketing professional services. Lawyers expert at estate planning, family law, wills, and living wills may benefit from the feeling of vulnerability caused by the pandemic. Likewise, financial planners may find that this social media platform is well suited to reaching people looking for investment guidance in the new economic reality. Articles and ads promoting a point of difference, service, insight, proven performance, and predictions, are some thought starters for content.

This link leads to an article directed to lawyers, however, the advice from Social Sprout applies to most professional-service businesses.

<https://sproutsocial.com/insights/social-media-for-law-firms/>

About LinkedIn ads: <https://bit.ly/3go67KQ>

## Short on Time?

Use just one social media platform and do it very, very well.

# La Grange delivers *new experiences*

UNIQUE PRODUCTS & FUN

## Facebook and Instagram

A significant benefit of using Social Media like Instagram and Facebook to advertise is the ability to micro-target. — This means you can show your ads or boost your posts to a group you define by age, gender, household income, interests, and geographic area (by zip code). The cost to reach an audience broader than your "friends" is based on pay-per-click, a system that lets you decide how much you want to spend per day, and per click to reach your target market. You control how much your ad insertions cost.

Here's a starter guide for those of you who are new to FB and Instagram ads — <https://bit.ly/2AqN81Z>

Engage your customers: Business to consumer marketing can be very cost-effective using these platforms. Most people prefer reading short descriptive paragraphs online. Even a blog shouldn't have more than a few paragraphs. Posts with photos and videos are more likely to be read. The photography/videography doesn't have to be professional quality. There is an immediacy and a trust-worthy quality to home-made videos. By now, with TikTok and Facebook live, everyone is used to seeing and enjoying unpolished videos.

There are LGBA members who specialize in photography and online marketing who can help if you are stuck. *See the list at the end of this article.*

## Video marketing

If a picture is worth a thousand words, it follows that motion has even more impact. Here are tips and trends on video marketing from Envato:

*" Video marketing has some of the fastest moving trends. Thanks to TikTok, Instagram and less and less hardware being needed to stream, upload and share high-quality videos, the video content evolution is constant. ... Think about the intent behind the execution: to be authentic, to truly engage viewers, and to break down the wall between brand and consumer."*

<https://envato.com/blog/video-trends-2020/>

## THOUGHT STARTERS

Show customers why you got into the business you are in, you have knowledge and expertise to share

# La Grange delivers style

ON TREND AND ENTERTAINING

*For fashion, salons, interior designers, furniture resale, painting, and flooring, upholstery stores:*

1. Run a series on Instagram or Facebook showing trends, your favorite inspiration of the season.
2. Make high/low comparisons.
3. Put together outfits or companion pieces showing how different items work together. Inspire experimenting.
4. Take a look at Veni Vedi Val's Facebook entries, every few days she features something she has in stock. Especially entertaining is her video "What's in the Box".
5. Try "fashion do / fashion don'ts", show what works with what — like interior colors and eclectic furniture pieces — or face shapes and right and wrong hairstyles.
6. Show shaggy customers coming for their first haircut in months and the transformation.

# La Grange delivers *more choices*

OPTIONS FOR EVERY TASTE

1. Photograph a room you design, then switch out rugs, lamps etc., to show off some of the options you carry — The same can be done with an outfit and accessories, or cabinet styles and hardware.
2. Announce a cross merchandise program — Drive traffic from your business to a business that shares the same customer base, have the other business drive traffic back to you.

Example 1: Offer a discount good at Frank's flooring business when they use Regina's interior design services. Frank's Flooring business offers a free interior design consultation with Regina when making a flooring purchase.

Example 2: A hair salon offers a discount on a portrait by a local photographer. The photographer offers a discount on a makeover at the same salon. — Drive customers from one LGBA business to another.

# La Grange delivers *the unexpected*

DIVERSE SPECIALTY SHOPS

*Ideas for specialty stores, ie: Fair Game, Chicago Wheelies, Primal Oceans Salt Cave, Luxxe Honor, etc.*

1. Celebrate the characteristics of your business that make it different or exceptional. Become a DESTINATION; a place customers travel to even if it's out of their way because of your unique products and customer care.
2. Run a series of Instagram or Facebook posts featuring a different product each week. Identify six different products to show then show off the features.
3. Explain the source, the back story, or an unusual aspect of each featured product. What makes it a standout?
4. Show how each product is made, played, sourced, or flavored.
5. Share what interests you as an expert — the festivals, competitions, shows, and regions that get you excited about the things you sell.
6. Talk about the reason you chose your products. Explore source geography, engineering, manufacturing, agricultural resources, inspirations, and traditions.

Inspired by  
big brand  
marketing?

Study it,  
then adapt  
the ideas  
to your  
own brand.

## La Grange delivers *fitness*

1. Stage a flash event like a Zumba class (observing social distances) in a parking lot.
2. Develop a series of videos "how to do this exercise the right way for maximum results" focusing on a different muscle group in each one.
3. Start a competition or a personal best accelerator, for example pounds lost, steps per day, or some measurable goal that can be celebrated weekly.
4. Before and After photos or reports, or testimonials can be the basis for a series.
5. Explain how your system for achieving fitness works, why you think it's the best.

## La Grange delivers *unforgettable dining.*

1. Celebrate reopening with "a cocktail on us."
2. Offer a series of cooking classes of customers' favorite appetizers online or in the restaurant.
3. Promote seasonal specialties via postcards with appetite appeal like "grilled spring asparagus with hollandaise, this week only \$???"
4. Ask customers to send in their special requests (like a radio dedication, only through Facebook) — then dedicate the offering to the person they name. "Try Mary Mortimer's favorite vermouth glazed scallops" The person submitting the request you choose can try it for free. Advertise the dish on tabletops, use an inset of the customer's photo along with a beauty shot of the plated food.
5. Offer a mixology class, online or in the restaurant.

### LGBA MEMBER RESOURCES:

#### Photography

Kristin Janiszewski Photography  
Brittany Lynn Studios  
Bob Briskey

#### Websites, graphic design and online marketing

Beethoven Marketing, Inc  
488 Park Consulting  
Technet Design  
Wiegand Associates  
NBCommunications  
AlphaGraphics