For this economy to function, companies must market even amid a global crisis.

How Not to Lose Your Business Momentum in Times of Crisis

Rev-Up the Marketing Tools in Your Virtual Tool Box

Jeremy Dodd
Regional Digital Director

Peter Schofield
VP Digital Marketing Solutions

Katrina Raspa
Senior Digital Engineer
“When you’re holed up in your apartment with no end in sight, you start to count your blessings. One of those is the internet. It’s allowed us to stay connected to families, friends, colleagues, yoga instructors, religious leaders, and musical artists even while we’re physically apart. Maybe it's not so socially isolating after all?”

“If there is a silver lining in this crisis, it may be that the virus is forcing us to use the internet as it was always meant to be used—to connect with one another, share information and resources and come up with Solutions to urgent problems” - Kevin Roose, The New York Times
every dog’s reaction to the quarantine

KEEP OUR SMALL BUSINESS AND ECONOMY GOING

REMEMBER - BIG COMPANIES SUCH AS AMAZON WILL SURVIVE THIS - THEY ARE OWNED BY MULTIBILLIONAIRES.

YOUR SMALL LOCAL BUSINESS WILL STRUGGLE.

THIS IS YOUR COMMUNITY, FAMILIES, AND FRIENDS.

Social Distancing
Never Looked So Good.
Today’s Focus

What We Will Be Discussing

- Behavioral Market Research
- LocaliQ Resourceful Information
  - Content Delivery Avenues, Google My Business, Zoom
- Brainstorming Ideas
- Connectivity Solutions
- Q & A

Speakers

- Peter Schofield (VP, Digital Marketing Solutions)
- Jeremy Dodd (Regional Director, Digital Marketing Solutions)
- Katrina Raspa (Senior Digital Engineer)
WHAT WE’RE LEARNING & SEEING
Speaker: Katrina Raspa
As the novel coronavirus (COVID-19) sweeps the world, consumers are being forced to dramatically change their purchase behaviors.

**KEY CONSUMER BEHAVIOR THRESHOLDS**

A Nielsen investigation has identified six key consumer behavior threshold levels that tie directly to concerns around the COVID-19 outbreak. The thresholds offer early signals of spending patterns, particularly for emergency pantry items and health supplies, and we are seeing these patterns being mirrored across multiple markets.

<table>
<thead>
<tr>
<th>#1 PROACTIVE HEALTH-MINDED BUYING</th>
<th>#2 REACTIVE HEALTH MANAGEMENT</th>
<th>#3 PANTRY PREPARATION</th>
<th>#4 QUARANTINED LIVING PREPARATION</th>
<th>#5 RESTRICTED LIVING</th>
<th>#6 LIVING A NEW NORMAL</th>
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<td><strong>CONSUMER BEHAVIOR SHIFTS</strong></td>
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<td>Interest rises in products that support overall maintenance of health and wellness.</td>
<td>Prioritize products essential to virus containment, health and public safety. E.g., face masks.</td>
<td>Pantry stockpiling of shelf-stable foods and a broader assortment of health-safety products; spike in store visits; growing basket sizes.</td>
<td>Increased online shopping, a decline in store visits, rising out-of-stocks, strains on the supply chain.</td>
<td>Severely restricted shopping trips, online fulfillment is limited, price concerns rise as limited stock availability impacts pricing in some cases.</td>
<td>People return to daily routines (work, school, etc.) but operate with a renewed cautiousness about health. Permanent shifts in supply chain, the use of e-commerce and hygiene practices.</td>
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**COVID-19 EVENT MARKERS**

- Minimal localized cases of COVID-19 generally linked to an arrival from another infected country.
- First local transmission with no link to other location + first COVID-19 related death/s.
- Multiple cases of local transmission and multiple deaths linked to COVID-19.
- Localized COVID-19 emergency actions. Percentage of people diagnosed continues to increase.
- Mass cases of COVID-19. Communities ordered into lockdown.
- COVID-19 quarantines lift beyond region/country’s most-affected hotspots and life starts to return to normal.

*Source: Nielsen 03-16-2020*
There are challenges you’re probably facing right now as a marketer — or will face soon. That’s ok.

Focus on what you can do and get creative!

Keep Calm, Have a Plan
“[Most] business will not grind to a halt from this”, said Scott Monty, Executive Advisor “If that’s the case, communicate your plan and what alternatives that leaves your customers.”

Pick up & Delivery
Online Classes
Book ahead (discounted rates)

Focus on Brand
Consider putting resources into marketing that increases your brand affinity and keeps you top of mind over the next few months.

*Share common values with your future and current consumers

Pivot Your Product
Work to bring more of the in-store experience online to drive ecomm sales. “Look for ways to deploy your services that make up for face-to-face experiences being lost at present,” said Chris Brogan, founder of the Story Leader system. What can you do to make your product easier to use in this unique time? Research what your industry peers might be testing in China, South Korea, or Italy.

Invest In Trust Content
Invest in campaigns that allows you to spend more time and more meaningful moments with your audience. It’s great for building trust in your brand. Which is a good place to spend time right now.

Smart businesses are moving past the scale of getting the most fans, followers, and impressions and working on building trust.
If you can adapt and offer them value in this time of uncertainty, you will win their loyalty and when normal life resumes and they do spend again, it will be with you.
Regardless of whether you call it social distancing, quarantining or retreating to a safe place, heading home amid concerns about the novel coronavirus (COVID-19) is bound to affect media consumption habits. In fact, staying put in our homes can lead to almost a 60% increase in the amount of content we watch in some cases and potentially more depending on the reasons. Considering that consumers around the globe are already leaning into the growing array of content options and channels, a 60% increase is significant.

Media consumption in the U.S. is already at historical highs. As reported in the most recent Nielsen Total Audience report, Americans are already spending just shy of 12 hours each day with media platforms. What’s more, three-fourths of U.S. consumers are broadening their media options with streaming subscriptions and TV-connected devices.

Source: Nielsen 3-16-2020
LOCALiQ RESOURCEFUL INFO
Speaker: Jeremy Dodd
TAKE ADVANTAGE OF WHAT YOU OWN

Take advantage of other content delivery avenues. Don’t overlook your brand’s owned channels: **your website, email marketing channels, blogs, and social handles**.

70% of readers want to learn about products or services through content rather than traditional advertising.

SOURCE: Content Marketing Institute
ANNOUNCEMENTS FOR OUR CUSTOMERS:
RUSSO'S DELIVERS! Click here to order delivery.
We sell RUSSO BOXES: a SPECTACULAR price and selection of our finest items “Boxed and Ready To Go” (we put them in your trunk for you)! Order RUSSO BOXES HERE

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617-923-1500
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Google’s Test My Site tool lets you know how your site is performing within your industry and gives you tips that will help you keep your visitors engaged.

testmysite.thinkwithgoogle.com
Be There

Connect with the right people during key moments of intent
THE IMPORTANCE OF REVIEWS & SOCIAL

People are spending more time online now more than ever. With so many adults working from home, kids taking classes at home and people in general trying to stay in as much as possible during the Coronavirus, people are glued to social media right now!
THINK WITH GOOGLE

5 questions to ask moving forward

Joshua Spanier, Google’s global marketing VP for media, shares how his teams are navigating Google’s campaigns through the COVID-19 outbreak — and offers five questions to guide you as you adapt your marketing efforts to a new reality.

1. Is this campaign right in a local market given the current context?

2. Though we previously greenlit this campaign, is it still right for the context and moment?

3. Are all of the creative elements — tone, copy, visuals, keywords, placements — appropriate and relevant to this new reality?

4. What are the most relevant brands, products, or campaigns our media can support right now, and do we need to shift budgets to ensure business continuity?

5. What ways can our brand — and even our owned media channels — be helpful to people and businesses in this moment of need?
Small businesses are hurting right now. Here are ways you can help:
- Shop local, whether it’s online, offline, on Instagram, etc.
- Buy gift cards (it’ll give your favorite coffee shop much-needed cash flow)
- Order delivery and touchless take-out
- Write Yelp and Google reviews
- Tip extra
BRAINSTORMING IDEAS
Speaker: Katrina Raspa
Grand Re Opening  Proactive planning for promoting "grand reopening" when the crisis is done

Online Shopping  Create ways that consumers can shop online

Safe Practices Campaign  Be a resource to your current and future customers

Virtual Events  Leverage social live streaming, IGTV and social stories

We’re Open  "we're open and we're still here to help/serve"
Psychologist | School Counselors: How to help children and teens understand what this all means.

Realtors: Having people reach out to realtors to set up a time that they could take buyers through any listing... For a “personal open house tour” via Facetime

Restaurants: Pickup and delivery to promotions. Proactive planning for promoting "grand reopening" specials for restaurants.

Dickey’s starts ‘contactless’ deliveries
Dickey’s Barbecue Pit on March 12 said it would begin to offer a "contactless" doorstep drop-off delivery option through its site and app beginning March 13. The fast-casual barbecue chain also says its delivery orders will now arrive in sealed packaging and extended its free delivery offer through April 30.

Restoration Companies: Trained, certified and equipment to handle infectious diseases.

RV Rental: Had to cancel your cruise or flight, rent or buy an online for your staycation.

Vets: Educating the public on how this affects their pets.

Banks: Use of online digital teller machines and online banking.

Churches: Who are streaming sermons live

Fitness Centers: Adapt to indoor, gym-free lifestyle. Post at home workout videos on social media.

Florists: Opportunity to send to elderly

Nursing Homes: Do a virtual open house on what services you offer, opportunity to promote the care that you provide as a company. Have kids that are at home, send letters to elderly in the home and do a promotion around it. Editorial opportunity as well.
WE ALREADY HAVE 68 PEOPLE SIGNED UP FOR SUNDAY! CAN WE GET TO 100?

THE BARRE LIVE
SUNDAY 22ND AT 9:30AM

JOIN US!

How to DNB There

For Our Small Business Community

Order Takeout Or Delivery
Consider Small Biz Before Big

Shop Small Online
Be Patient & Kind

Engage On Social Media
- Give Shout-Outs, Reviews & Referrals

Buy Giftcards For Later

Thank You!

We are only asking for your consideration and understand many others have been impacted financially by the Covid-19 pandemic.

Gift cards can be purchased through the link in our bio, at www.salonbhair.com, or over the phone. All guests who purchase gift cards of $50 and above will receive a $10 credit towards their next retail purchase.

*To those of you who have already purchased gift cards a $10 retail credit will be put in your account. Thank you for your support.

The Salon B Family

LOCALiQ
Percent of adults who watch video streamed/downloaded to each device during a typical week

85% of households watch content via Connected TV

Source: Experian Marketing Services
YouTube Advertising

**Demographic Audiences**
Users by age, gender or parental status (where available)
- for building brand awareness

**Topic Audiences**
Users actively seeking out content for a particular topic
- for driving store visits/online conversions

**In-Market Audiences**
Users who are actively looking to buy products/services in the near future
- for building broad recognition/consideration

**Affinity Audiences**
Users who exhibit a true passion for the topic
- for growing awareness & consideration
INSTAGRAM STORIES
INSTAGRAM STORIES

500 million
Instagram accounts use Instagram Stories every day

1/3
of the most viewed Instagram Stories are from businesses

96%
96% of US marketers surveyed plan to continue using Stories ads in the next 6 months

7 Days
Brands are publishing Stories 7 days within a month (socialinsider.io)

50%
1/2 of the most viewed Instagram Stories are from businesses

Videos
Images underperform video by having a higher tap-forwards rate of 5.65%

Magisto
Watching Stories

**Gen Z**
- Snap 72%
- Instagram 70%
- Facebook 34%

**Millennials**
- Snap 52%
- Instagram 59%
- Facebook 48%
American Adults' News Habits

"Now, thinking about your news habits, how often do you..."

- Watch local television news: 37% sometimes, 23% often
- Get news from a news website or app: 33% sometimes, 21% often
- Listen to news on the radio: 26% sometimes, 27% often
- Watch cable television news: 30% sometimes, 23% often
- Watch national evening network television news: 25% sometimes, 24% often
- Get news from a social media site: 20% sometimes, 27% often
- Read any newspapers in print: 16% sometimes, 25% often

Published on MarketingCharts.com in December 2018 | Data Source: Pew Research Center

Based on a survey conducted from July 30-August 12, 2018 among 3,425 US adults
*(such as CNN, The Fox News cable channel, or MSNBC) **(such as ABC World News, CBS Evening News, or NBC Nightly News) *** (such as Facebook, Twitter, or Snapchat)
THE EVOLUTION OF THE ROLE OF NATIVE ADVERTISING

2013
Native Advertising as an Answer to Banner Blindness

2015
Native Advertising as a Vehicle for Content Distribution

2016
Native Advertising as a Vehicle for Customer Acquisition

2017 AND BEYOND
Native Advertising as the Engine for Business Growth

78% of consumers prefer getting to know a company via articles rather than ads.

70% believe that organizations providing custom content are interested in building good relationships with them.

Content marketing is quickly becoming the best way to attract and convert these customers.

Sponsored Content
5 things every college student needs to know about credit

For many young adults, college is their first opportunity to manage their own money. And one of their first—and most meaningful—lessons is the importance of budgeting and good credit health. Long after graduating and moving on to professional life, credit scores can be a help or hindrance, influencing everything from buying a car or getting an apartment.

With that in mind, here are five key things college-aged students need to know about credit:

1. Your credit can help (or hinder) your job search
   Many people know that establishing good credit can help them get credit cards, car loans, financing, or a mortgage. But college students are often unaware of another primary benefit of having good credit: getting a leg up in the job market.

   Recently, employers in many industries are checking the credit reports of job applicants. Job candidates with good credit standing have an advantage over those with so-so or poor credit.

2. Blemishes on your credit can last up to seven years

   It is important to learn about the details of your credit report, as the information held there is used by firms when issuing credit. Your credit report provides a snapshot of your creditworthiness, and it’s up to you to ensure you're painting the most accurate picture possible.
Free Tools

Microsoft
Focus: Team collaboration and communication platform.

Offer: Microsoft Teams, the company’s collaboration and communication platform, is scrapping the user limit on its free version, which was previously restricted to 300 people. Microsoft has also announced it is making the basic version of its Office 365 enterprise suite of productivity tools such as Word and Excel free for six months to organizations, which gives users access to the premium version of Microsoft Teams.

Zoho
Focus: Cloud-based productivity tools.

Offer: To help small businesses, which are a big part of its customer base, Zoho has launched a program that will waive the cost of the applications being used by up to 20,000 companies for three months.
In a crisis, the foremost concerns must be personal health and safety—of our families, our employees, and ourselves. Once you have addressed the critical efforts to safeguard your family and your people, you can then turn to the health and safety of your business.

It is the top priority of both our marketing experts and our network of news sites to build and maintain relationships based on a foundation of trust. At LOCALiQ, we recognize the important role we play in providing connectivity solutions during this critical time and we have amazing teams that are here to answer any questions you may have.

On behalf of all of us at LOCALiQ, we are dedicated to supporting you all through this unprecedented time. Please stay safe and know that you can count on LOCALiQ.

WE ARE ALL IN THIS TOGETHER
“We don’t have a choice on whether we digitally transform...”

....The choice is how well we do it”
QUESTIONS?
Speaker: Peter Schofield