

Webinar Series:
Navigating These
Uncertain Times



Webinar #1: How To Do Business When The Front Door May Be Locked

March 26, 2020

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4 Ways To Obtain A Copy of Today's Presentation



1. Download Presentation from Gotowebinar.com (Global Pet Expo Channel)
2. Download The Presentation From the **Handouts** Section of this webinar
3. Follow Links at GlobalPetexpo.org/seminars
4. Email lynn@petretailhelper.com

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What A Difference A Month Makes.....



The World Changed Dramatically In A Very Short Time

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What A Difference A Month Makes.....



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First Things First... Take Care of YOU - We Are A Community That Will Deal With This Together

<p>For You</p> <ul style="list-style-type: none"> - Avoid excessive exposure to media coverage - Connect through calls/text/internet - Add extra time for daily stress relief - Practice self-care - Focus on your mental health 	<p>For Kids/</p> <ul style="list-style-type: none"> - Reassure them that they're safe - Let them talk about their worries - Share your own coping skills - Limit their news exposure - Create a routine & structure
<p>For Quarantine/Isolation</p> <ul style="list-style-type: none"> - Keep in contact with your loved ones via social media, texts, and phone calls - Create a daily self-care routine - Keep yourself busy: games, books, movies - Focus on new relaxation techniques 	

Taking Care Of Yourself Is The Best Way To Ensure You Have The Capacity To Take Care Of Your Family, Friends, Employees OR Your Pet Business

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NOW - Let's Help Your Business Navigate This Challenging Time...



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Get a Pulse On Your Current Marketing Messages - There's A Need To Educate, But What Else?

Imagine Each Post Sandwiched On Social:

Alert! Covid-19

Do They Feel Right?
Tone Deaf?
Too Much Selling?
Not Enough Empathy?

- Monitor Your Social/Email Audiences Media
- Listen For The Main Topics Your Customers Want To Hear
 - Crisis Updates And Concerns? Or Cartoons and Smiles? Or Both – Just Given With The Right Tone?
- (Note: Things Change Fast - Monitor On Daily Developments Adjust Content To Maintain Relevance And Appropriateness)

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Lead with Empathy, Not Fear

We're In This Together:

- Use That Shared Experience To Make Your Content Authentic And Relevant
- Do Not Market To The Fear And Anxiety People Are Experiencing—Don't Make A Global Crises A Marketing Opportunity To Drive Sales
- Customers Will Reward Your Business If You Are Genuinely Helpful And They Can Trust You



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Show Your Best "Side" – Step Up and Be The Leader Your Customers Already KNOW You Are

1. Be A Leader - Provide Deeper Insight Into Discussions Surrounding Your Brand, Industry And Current Or Developing Crises
2. Be A Comfort – Let It Happen Organically – Don't Be Disingenuous – Yes, This Is About Sales, But Make It About Humans (And Their Pets) FIRST And The Sales Will Come
3. Showcase Genuine Concern In All Your Contacts – Including When You Try and Make People Smile



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Don't Turn A Global Emergency Into A Platform To Promote (Until Your Customers Are Ready)

- Your Customers Can Smell The Opportunistic Angle From A Mile Away, And They Won't Be Scared To Call You Out (On Your Reviews AND On Social Media Pages)
- If You Have Content Currently Running or That Is Scheduled To Run Such As Recurring Program Messages or SEO, Consider Pausing Those Campaigns Until Calm Is Restored



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So How Can Your Business Do Sales – In Ways That Are Most Effective - AND Safe?

What Can Your Pet Store Do To Calm Fear and Anxiety During This Crisis?

HELP PEOPLE TAKE CARE OF THEIR PETS

- 91% Of People Believe In Social's Power To Connect People*
- 78% Of Consumers Want Brands To Use Social To Help People Connect*
- It's Time To Use That Powerful Connection Between Social Media And Your Pet Parents To Drive Sales For Your Pet Business



*Brands Get Real Creative Business Consulting Group www.cbc-group.net

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Offer Enhanced Shipping Options To Assure Customers It's SAFE to Shop At Your Pet Business

- Offer Customers Option to Buy Online and Pick Up In-Store (or Curbside)
- Order via Facebook shop, E-comm, Text, Email, Call



**BUY ONLINE
PICK UP IN STORE**



- Offer Flexible Shopping Options
 - Personal Shopping By Video/Phone or Shop By Appt.
- Create Special Hours for Older Customers – Early AM

Communicate To Your Customers When You Add NEW PROGRAMS

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**Free Delivery? Lock Box? Mobile Food Trucks?
Provide Unique Service Options For Customers**



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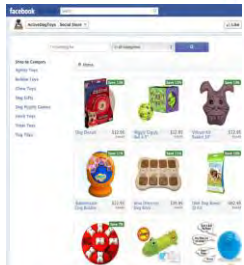
**You DON'T Have To Build A Website This Week
To Generate Sales At Your Pet Store**

Sales Can Be Done via A Facebook Page Shops or Via Facebook Messenger

Create An Entire FB Shop In 4 Easy Steps

1. Use Pre-Created Templates (Or Create One Of Your Own)
2. Click On Your Pages' Shop Tab
3. Click Go To Commerce Manager To Complete Sign Up Steps
4. Upload Products To Your Facebook Shop

This Option Allows You to Sell Directly From Your Page Along With Managing Orders And Shipping



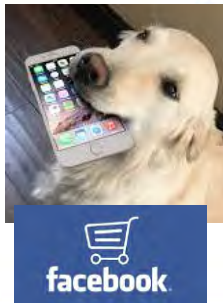
Once Your Page Is Set Up, Notify Customers Of This Convenient Option By Running Facebook Ads To Promote

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Create A Facebook Shop Filled With Your Best – and - MOST NEEDED - Items

Focus On Immediate Needs Of Current Customers in Your Shop –Do Your Customers Need: Food? Treats? Supplements?

- Note: This MAY Be a Time To Meet NEW CUSTOMERS For Your Pet Business
- Make Sure To Use Features and Benefits On Your Shop Pages To Convert Customers Who May Not Come In the Store Regularly
- Some May Be Used To Lower Priced Items-How Can You Show Value Of your Items To New Customers?
 - *SHOWCASE Improved Health, Well-Being of Pets and of course showcase Enhanced levels of PET HAPPINESS*



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Using Instagram For Social Commerce Use Shoppable Posts, Stories and #inkinbio



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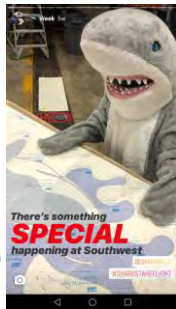
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What Type of IG Stories Can You Create During This Time?

Special Announcements
Announcements That Keep Your Followers Guessing Through Every Step Of Your Story Represents One Of The Most Creative Ways To Use The Format

Use Tactics (Sprinkle in Laughter Sometimes) To Generate Buzz and Talk About Something Going On Via A Series Of Stories (1 week)

Use Subsequent Stories To Flush Out Entire Event. Key is to Pique Your Customers Interest (1-2 Weeks)



How-to's And Tutorials
Stories Format Makes Them Perfect For Step-by-step, How-to Style Content-Think Bite-sized Educational Content About Pets

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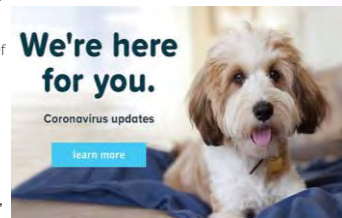
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What Type of IG Stories Can You Create During This Time?

Behind-the-scenes Stories
Instagram Stories Don't Have To Be Big, Polished Productions –

Creating Stories That Are Sort Of Off-the-cuff And Honest Can Be Great Ways To Give Your Customers Insight Into Your Pet Business and Make them "Insiders" And See How Deeply You Care About Them.....

Take Your Followers Along For The Ride - Put The "Human/Pet" Side Of Your Business On Display



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Mark Your Calendars: Join us For The Next 3 Sessions

Webinar Series:
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Creating Customer Loyalty That Lasts:
Educate, Inform and Entertain to build long-term loyalty

Wednesday, April 8, 2020
11:00 AM ET

Using Social Media As A SALES TOOL For Your Pet Business:
The "How-to" Of Using Social Media To Drive Sales

Wednesday, April 1, 2020
11:00 Am Et

What's Next for your Pet Business?
How to plan, prepare and forecast the balance of 2020

Wednesday, April 15, 2020
11:00 AM ET

REGISTER NOW--

<https://globalpetexpo.org/pida/webinarseries.asp>

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Need Help Connecting With Your Customers during Covid-19? We've got Ideas.. #wereinthistogether



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- Do You Have A Marketing Strategy That Engages Customers DAILY?
- Do You Plan Content That Reaches Your Customers Effectively?
- Do You Need HELP A Plan That Will Drive Customers To Your Pet Business?

CBCG Is Here To HELP!

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Why Listen To Creative Business Consulting Group?WE KNOW PET RETAIL



- 30 Years Pet and Retail Experience
- Experienced Pet Business Strategist, Inventory Planner And Profit Improvement Specialist
- Experienced Pet Industry Marketer
- Contact: (617) 437 -9191
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