

The background of the entire image is a dense, dark-toned pattern of wood slices, likely cedar or a similar softwood, arranged in a way that creates a textured, organic feel. The slices are of various sizes and are oriented in different directions, some showing the growth rings. The overall color palette is dark, with shades of brown and black.

# **CUSTOMER COMMUNICATION ROUNDTABLE #4**

**COVID-19 SUPPORT SERIES**

**APRIL 9, 2020**

**pivót**

# Agenda

1. Opening Thoughts – *Dave Nieuwstraten, CEO*
2. Marketing Recommendations for Current – *Cat Minor & Sandee Buysse, Senior Account Executive Leads*
3. Considerations for Recovery and New Normal – *Monica Santi, Director of Marketing Services*
4. Open Forum



**“I’ve learned that people will forget  
what you said, people will forget what  
you did, but people will never forget  
how you made them feel.”**

**~Maya Angelou**





## RECOVERY

# NEW NORMAL



# The work your companies do is essential

March 30, 2020 | Jimmy Kimmel  
*(Jimmy Kimmel Live from My House)*

"As bad as all the inconvenience of staying at home is, there's one thing that could make it a lot worse: if the Wi-Fi goes out (God forbid). Could you imagine? I don't know what I'd even do."

"If someone asked me to choose between Wi-Fi or running water right now, I would drink my pool."



# Current







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## Stay engaged

- Communicate. Communicate. Communicate.
- Demonstrate utility and communicate understanding
- Expectations of leadership



*“Recover 9X faster”*

*Source: Kantar*



PIVOT

## Change your messaging

- Pivot messaging to demonstrate understanding, support and commitment to community.



STRONGER  
*together*



STRONGER  
*together*



**WE ARE  
HERE FOR YOU.**



## Prove Local

- Support
- Share



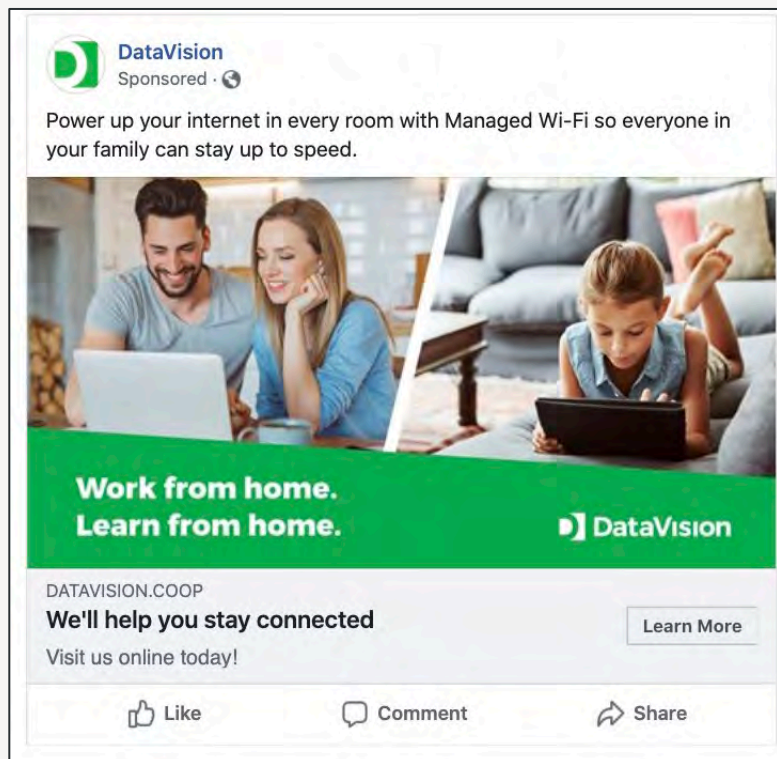
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Home Search Add Heart Activity



## Shifts in media consumption

- Desktop traffic (as a % of digital) is up. Mobile (as a % of digital) is down
- Social activity has spiked
- Video chatting is exploding Streaming TV is up
- Site traffic to news publications has increased YOY by more than 50%
- Linear TV is up (especially broadcast news)
- Local radio listenership has increased





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## Channel recommendations

- Review current messaging
- Don't pause Google Search and Display ads
- Social posts
- Newspapers (print and online)
- Local radio stations







PIVOT

## **It may get worse before it gets better**

- Transparency
- Authenticity
- Compassion
- Timeliness



# Recovery & New Normal





## Planning – it will come

- Now Open
- Special concessions ending/extending
- How to revitalize the community





# Open Forum

Your peers want to know. What are you doing?





## Poll Results

1. Compared to pre-COVID-19, would you say your frequency of communication is:

77% More

21% Same

1% Less

2. Are you using Facebook Insights or other data tools to determine best posting times?

41% Yes

59% No

# COVID-19 Resources

Strategy + Communication + Visuals



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## **[askpivot.com/COVID-19](https://askpivot.com/COVID-19)**

**Need more? Have suggestions?**

**Ask your Pivot AE or email [getinfo@askpivot.com](mailto:getinfo@askpivot.com)**



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