



Marketing Playbook

The COVID pandemic has changed the lives of millions, and the needs of homeowners are shifting in response to new priorities and economic conditions. This marketing playbook is designed to provide recommendations for Pros on how to approach marketing in this new world.

The following information has been assembled based on feedback from other Pros, adopting strategies and tactics that are currently proving to be valuable and effective. And please, feel free to share your best practices so we can all continue to help the industry and the community through these hard times.

Our Overall Goal

To help Pros support their community with helpful information that adds to their overall well-being without any confusion.

Key Messages and Ideas to Convey to Customers

- Always lead with a commitment to health and safety for all.
- You're a local business that's part of their community and ready to help.
- You have the expertise to support essential home functions. Everything from networking to entertainment, things that can help keep families close in these difficult times.
- You can provide service and support remotely. And when needed, your staff is trained in safety measures to protect the health of customers and your employees.

Top-of-Mind Topics

The COVID pandemic is changing the way we view life in our homes, setting new priorities for the products and service you provide. Consider elevating solutions that meet these needs.

- Keeping the family safe and healthy.
- Enabling kids to be productive with remote learning.
- Relaxing with the family (small groups).
- Staying connected with friends and family.
- Work from home solutions that support productivity.



How to Create Helpful Content for Your Customers

Here are some effective ways dealers are approaching their communications during COVID-19.

- Become a source of information for your customers by creating Slow Content. This is content that doesn't lead with a sales pitch. Instead, it educates and provides value beyond your immediate business goals. Try providing helpful tips and solving problems instead of your usual sales promotion. It's the long game, and it's very valuable during these tough times.
- Be clear and concise about why you are contacting them. Lead with a caring, helpful message.
- Look for new ways to create value. Something you've never done before that will impact your community on a personal level. Give back to those that have supported your business. Think contribution, not conversion.
- Come up with a singular brand message, the one thing you want to say to your customers and stick to it across all channels. This will ensure your entire team understands the customers' needs, as well as add to the clarity of your message.
- Modify your offers. For example, instead of offering free smart home consultations, offer free tutorials for new ways to use products you've already installed in customers' homes. The goal here is to simply start a conversation and show you care, which creates trust and opens the door for future business. Utilize Zoom, Instagram and Facebook Stories, and other social media and communication services to contribute to the well-being of your customers during quarantine. Any free service you can offer will strengthen bonds and build trust within your community and customer base.
- Reinforce your offer-message with words like contact-free, virtual, downloadable, delivery, and online to reinforce the safety of your services and respect for your customers.





Marketing Checklist

- Let your community and customers know you're open and taking steps to protect their health.
[Click here for templates, examples, and resources online.](#)
 - Email updates to your customers so they know you're available to help.
 - Notices on your website with available services that are modified for their protection.
 - Stay active on social media and all marketing channels. Constant presence shows dedication and will further drive home your message of being a good community citizen.
- Optimize your marketing to keep driving leads and opportunities.
 - Set up virtual show room tours so your customers can shop with confidence.
 - Focus advertising on the most effective channels and stop lower-performing channels. This will ensure your resources go where they are most likely to help your customers.
- Reach out to existing customers.
 - Tell them that you're available to help where needed.
 - Offer upgrades, system tune-ups, and product tutorials.
 - Consider offering pre-configured products you can ship to them, such as the Neeo remote.
- Promote packages and offerings most important in this situation, but only after establishing initial helpful dialogue. [See examples here.](#)
 - Networking, outdoor entertainment, streaming music, etc.
- Promote services relevant to current top-of-mind issues, but only after establishing initial helpful dialogue.
 - Mention financing as an option.
 - Begin or promote your service contracts.
- Look for ways to make your sales process virtual.
 - Pre-sales efforts over Zoom, Google Hangouts, etc.
 - Virtual showroom demos and tours.
 - Video conference meetings to discuss projects.

Understand Government Orders and Financial Resources

- See our [COVID-19 Updates](#) page for analysis of "essential business" and regional "stay-at-home" orders. Also, get insights regarding the Payroll Protection Program and other aid programs.



Messaging Tone Checklist

The way you speak publicly during this pandemic is important. Avoid sharing insensitive messages that are oblivious to the real-life problems people are experiencing during this pandemic. Use this checklist for developing communication:

- Does my content provide value for customers? Informational, inspiring, and impactful content is considered valuable; sales promotions are not.
- Is there a risk we may come across as profiteering or opportunistic?
- Will this content contribute to a sense of social panic?
- Does this content encourage or depict dangerous social behaviors, like group gatherings?
- Is the tone appropriate? Does it make light of a serious subject?
- Does this content make assumptions about my audience's current lifestyle, situation, or access to resources?
- Will this content impact the reputation of any partner (e.g., any member of our ecosystem, employees etc.)? Should the choice to pause or continue marketing efforts be a joint decision?

Voice and Tone to Use When Creating Communications

Be:

- Caring
- Helpful
- Sincere
- Positive

Do NOT be:

- Salesy
- Clever
- Overly Conversational
- Funny