



Strengthening Customer Relationships During the COVID-19 Crisis

Aaron Wolowiec
CEO, Event Garde

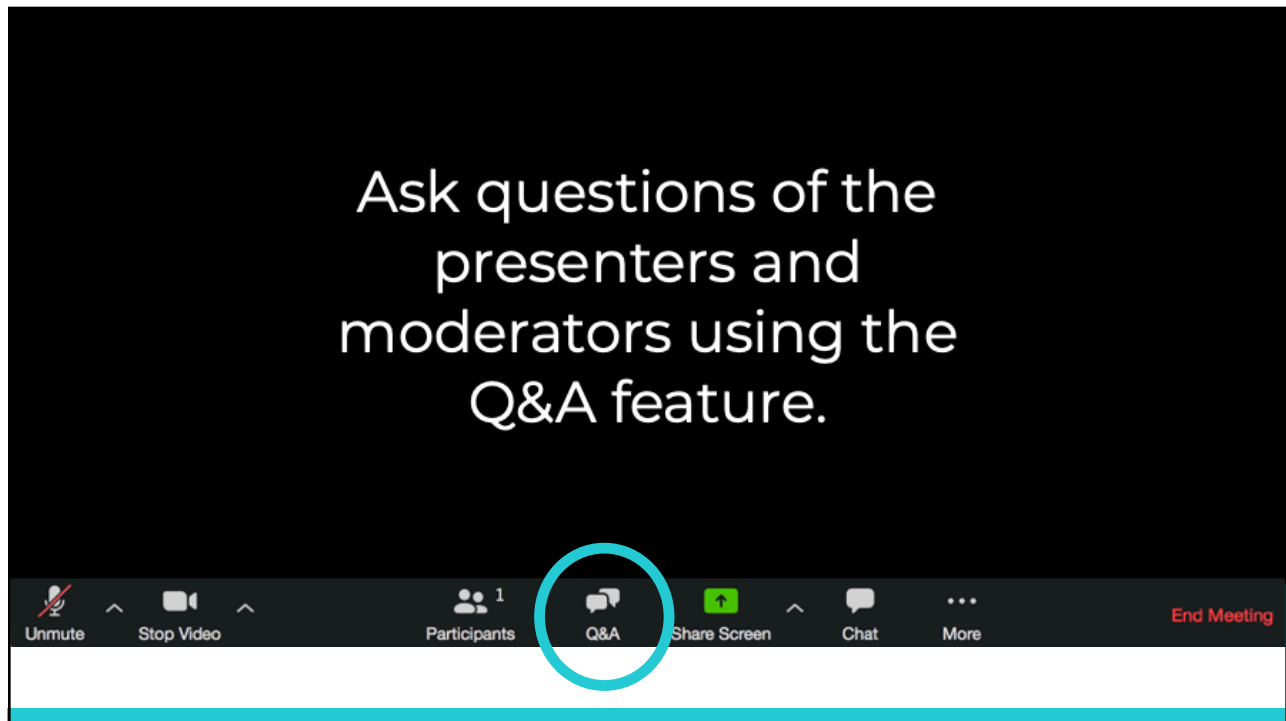
Rob McCarty
CEO, The Image Shoppe

1

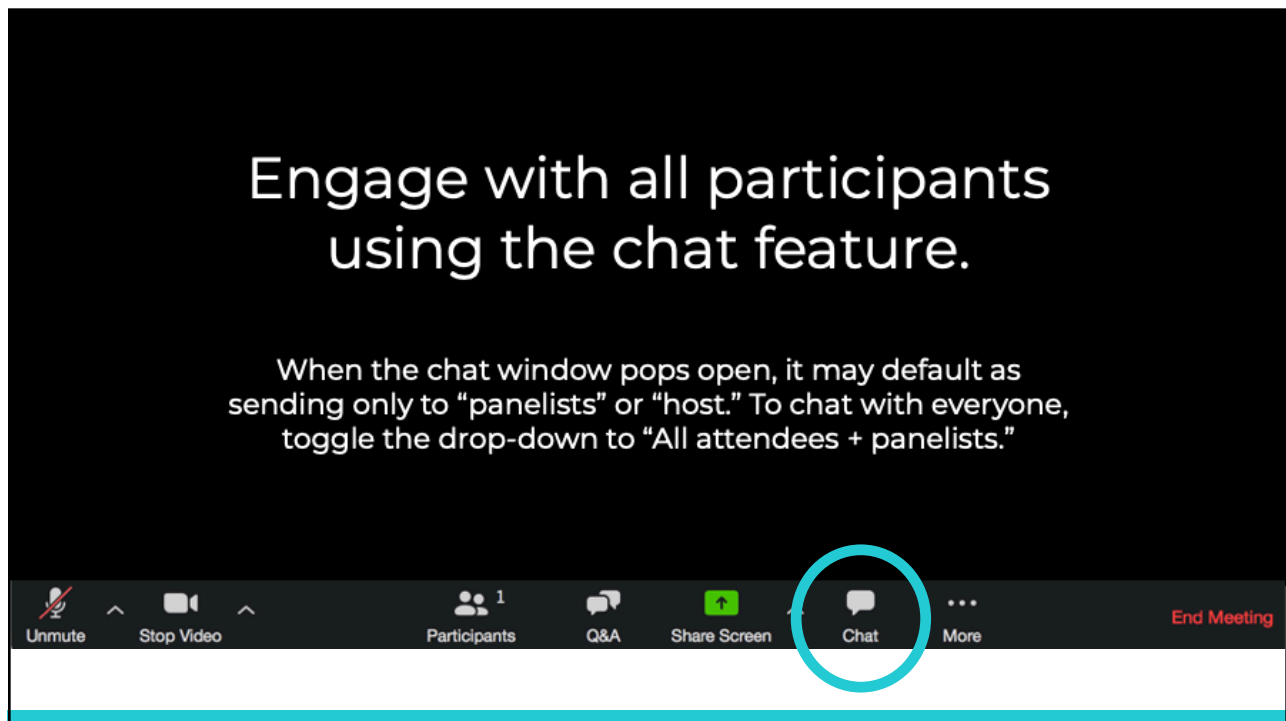
Welcome



2



3



4

Introductions



5



Aaron Wolowiec

CEO, Event Garde

aaron@eventgarde.com

6



Rob McCarty

CEO, The Image Shoppe
rob@theimageshoppe.com

7



Lindsay Gross

lindsay@eventgarde.com



Sara Krueger

sara@eventgarde.com

Chat Moderators

8

Your Turn



9

Introductions

In the chat box, share the following as a single post:

- Name
- Role (formal or informal)
- Organization (no acronyms, please!)
- A question you hope to have answered by the end of this discussion

10

About the Series:

Branding & Marketing Best
Practices Amidst COVID-19

11

About the Series

- Final episode!
- Catch the recaps and replays on Event Garde and Image Shoppe blogs
- Interactive - audience participation encouraged via questions/chat
- Suggested topics and speakers for future webinars/blog posts

12

About Today's Webinar:

Strengthening Customer Relationships
During the COVID-19 Crisis

13

About Today's Webinar

- Focus today is on strengthening customer relationships during this time
- We're recording today's digital discussion (1 – 2 pm ET)
- Please actively engage with the chat function
- You're welcome to take screenshots
- We'll be sharing any relevant resources with you (e.g., recording, chat transcript, PPT and links)
- Follow-up blog posts will be made available on **EventGarde.com** and **TheImageShoppe.com**

14

Agenda



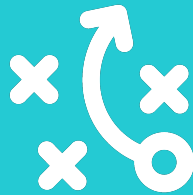
15

Agenda

- What strategies should you consider for direct contact with current customers?
- How might you indirectly reinforce brand loyalty and connection?
- Beyond retention, how should I approach new potential leads?
- Debrief and Q/A with live attendees
- Wrap-up and concluding remarks

16

Strategies to Consider for Direct Contact with Customers



17

Strategies to Consider for Direct Contact with Customers

- Lean on technology: Accept that this **could** be the move forward
 - Zoom, Facebook Chat, Google Meetup, Microsoft Teams
 - Traditional phone calls
- Value-add programming on your topic of specialization
 - Webinars, blogs, checklists, guides, consultations
- Thoughtful touches
 - Care **more** about them than their business
 - E-cards, LinkedIn messages, special deliveries
- Informal opportunities to virtually hangout
 - Happy hours, demonstrations, tours

18

Reinforcing Brand Loyalty & Connection



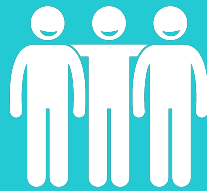
19

Reinforcing Brand Loyalty & Connection

- Be **adaptable**
 - Flexible availability/approach to business
- Be **transparent**
 - Example: Essence Restaurant Group
 - Cleanliness and safety vs. bottom line
- Be **thoughtful** (yes, we had to say it again!)
 - Offer unique content, personalized touchpoints
- Be a **leader**
 - Use your expertise to help others
- Be your **brand**
 - Reinforce mission, vision and values

20

How to Approach New Potential Leads

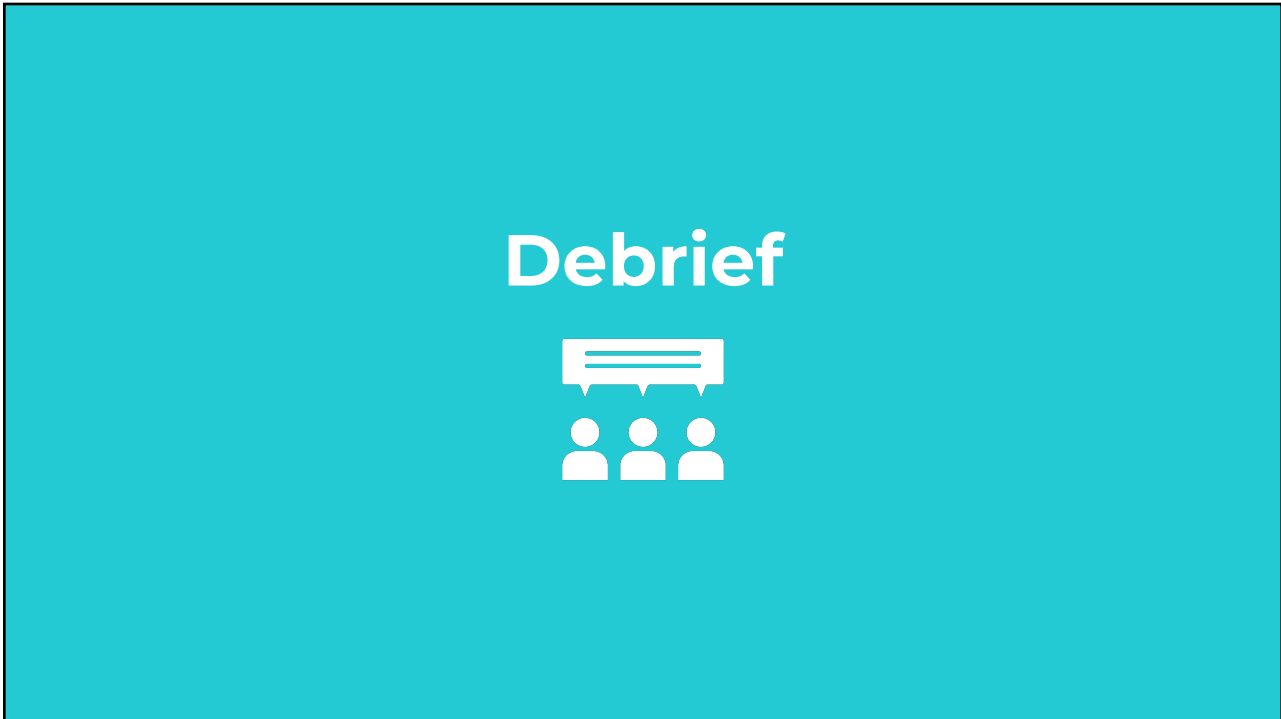


21


How to Approach New Potential Leads

- Use technology as the top of the funnel
 - Leverage social media
- (Virtually) meet them where they're at
 - Phone, Email, Zoom, etc.
- Show empathy—everyone is in a different place right now
 - How can you provide value to improve their current situation?
- “Business as usual” is paused and, more likely, irrelevant
- Think: collaboration and creativity


22



23

 <p>What stood out to you?</p>	





24

 What stood out to you?	 What confirmed your expectations?

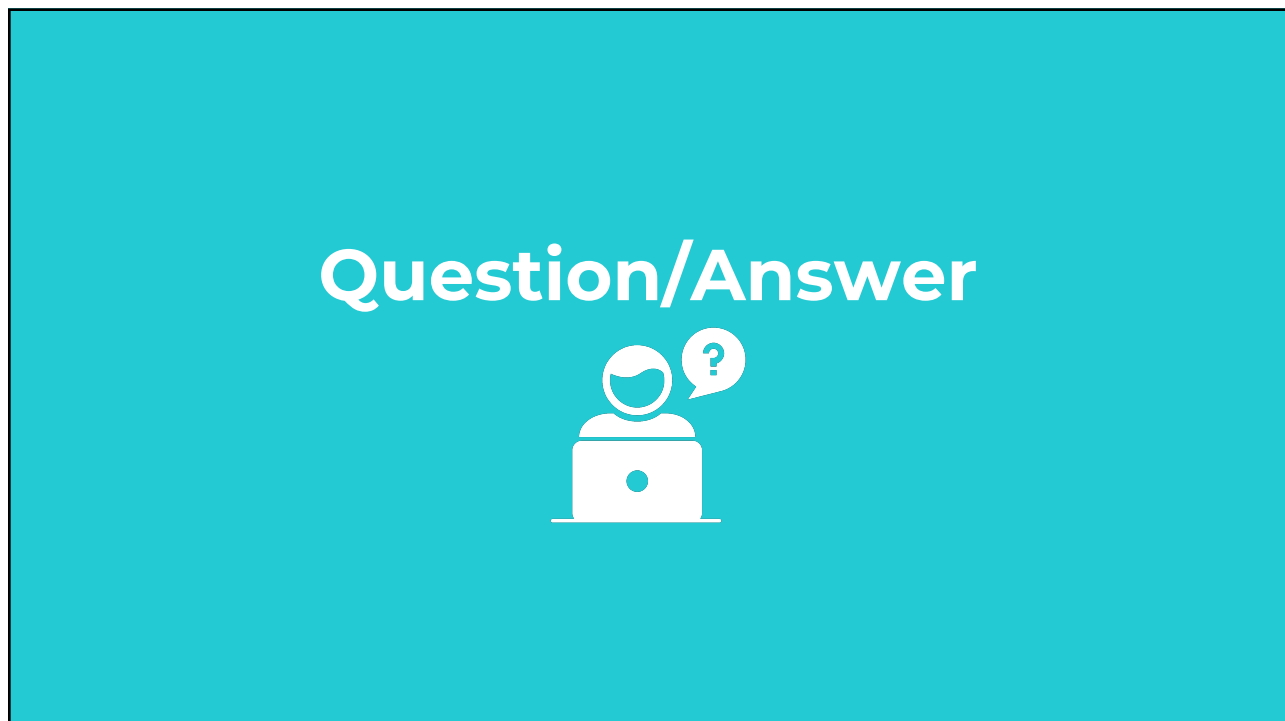
25

 What stood out to you?	 What confirmed your expectations?
 What are you still wondering about?	

26

 <p>What stood out to you?</p>	 <p>What confirmed your expectations?</p>
 <p>What are you still wondering about?</p>	 <p>What will you take with you?</p>

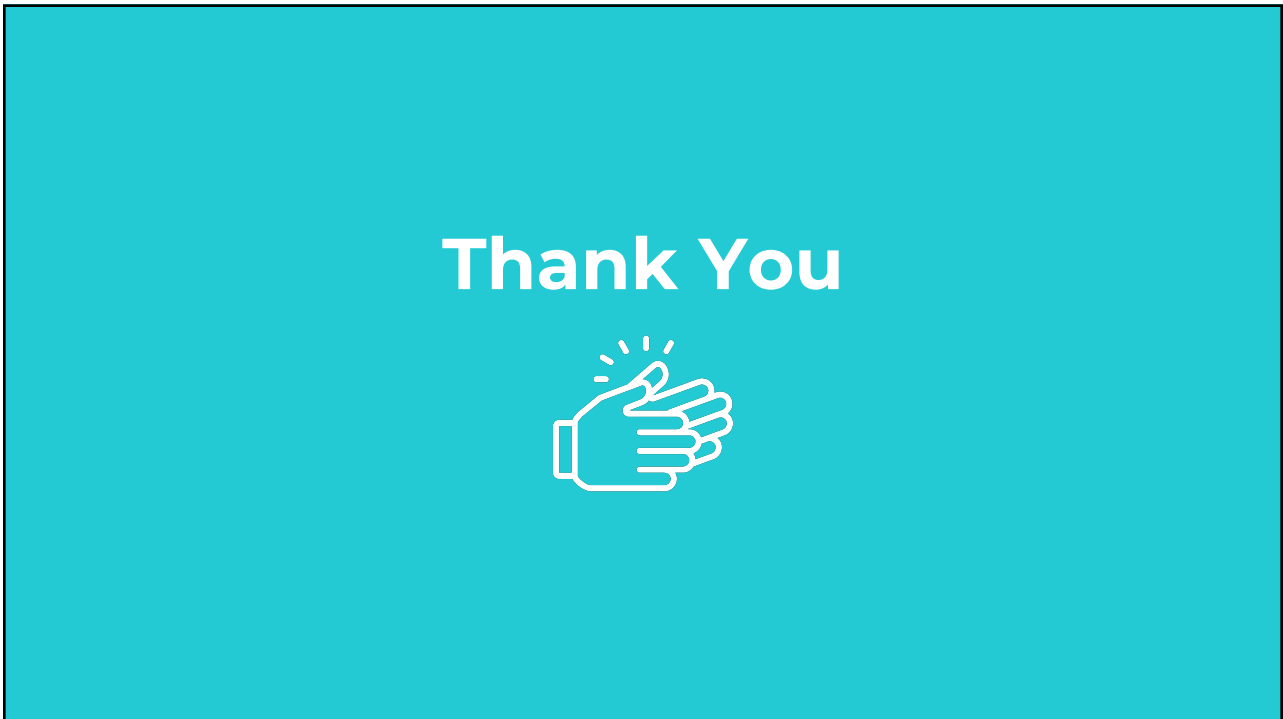
27



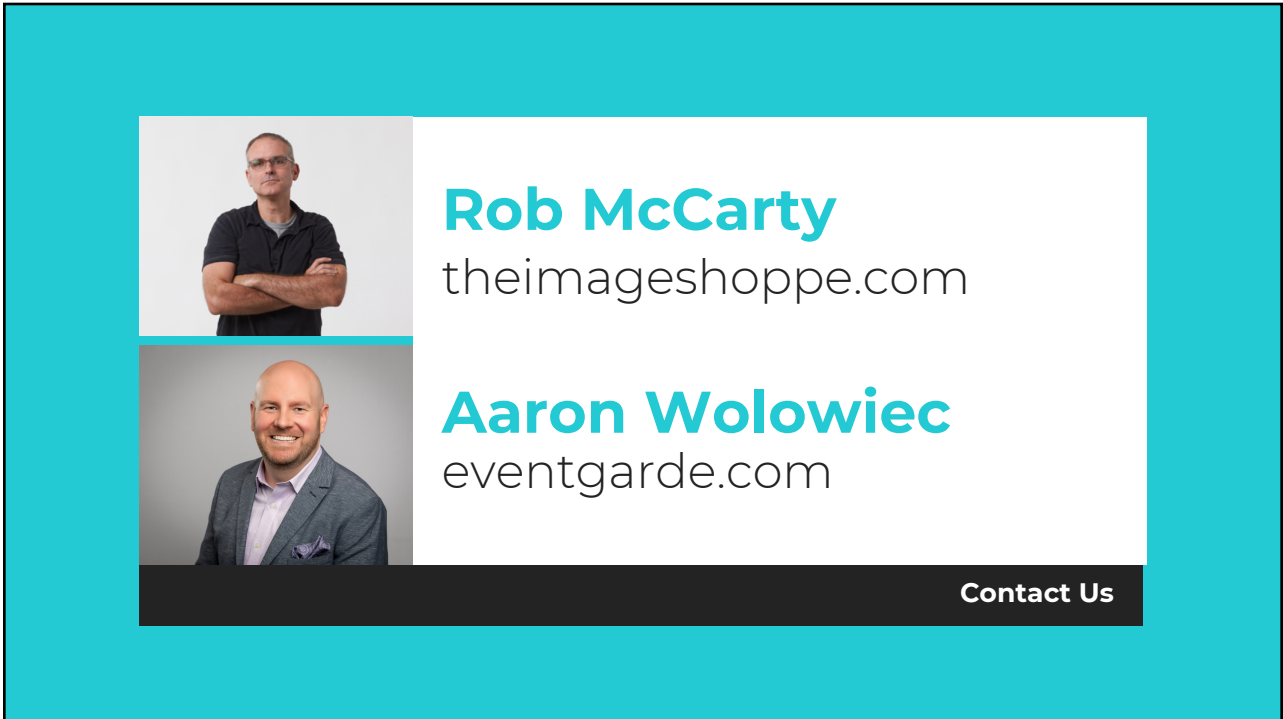
28





29



30



**Rob McCarty**
theimageshoppe.com

**Aaron Wolowiec**
eventgarde.com

Contact Us