

# THERE IS NO TIME LIKE NOW TO PLAN

## THE STAGES OF PR & MARKETING EXECUTION AS STAY-AT-HOME ORDERS PROGRESS TOWARD ENDING

CUSTOMERS

FRANCHISE DEVELOPMENT

### STAGE 1: DURING STAY-AT-HOME ORDERS

#### Get Creative with Inventory

#### Get Connected



##### Product

Care packages, giveaways to be shipped and delivery of goods direct to consumers



##### Time

Provide free services and planning



##### Knowledge

Informative and engaging DIY videos



##### Webinars

Hold an AMA (Ask Me Anything) from your home



##### Care Packages

Send a token of appreciation



##### Franchisee Validation

Leverage star franchisees to share positive experiences

### STAGE 2: NEAR THE END OF STAY-AT-HOME ORDERS

#### Reward Loyalty

#### Share



##### Save the Date for "Clean" Fun

Send digital or mailable invites



##### Send Promotions for Future Use

Distribute "See You Soon" coupons



##### Local-Market Micro-Influencer Marketing

Barter for posts and engagement



##### Why You Made It

Resiliency, innovation and support



##### What You Learned

Adapt and inspire with new processes



##### What Makes You Stronger as a Brand

Loyal community members

### STAGE 3: STAY-AT-HOME ORDERS BEGIN TO BE LIFTED

#### Create Comfort

#### Nurture



##### What We are Doing for You

Cleaning and disinfecting our space and setting up hygiene stations



##### We've Missed You

Sending heartfelt messages from the team



##### Community Gratitude

Thanking first responders/teachers/essential workers



##### Sales Messaging

Storytelling/attention-grabbing digital ads



##### Personal Visits

At-home or small gatherings to foster relationships



##### Encourage Secret Shopping

Send invites to visit nearby existing operations

### STAGE 4: STAY-AT-HOME ORDERS LIFTED NATIONWIDE

#### Give Reasons to Leave the Home

#### Sell



##### Welcome Back Party

Invite loyal customers to celebrate with you



##### Create Exclusivity

Show appreciation with a red carpet welcoming



##### Get Out and Go

Get in front of your customers by sponsoring community events



##### Regional Meetings/ Seminars

Host mini discovery days to learn more in person



##### Attend Industry Conferences

Grow your pipeline and your partner network



##### Maximize Visibility

Utilize a clear and concise integrated marketing approach

# WE'RE IN THIS TOGETHER

