



Cross Channel CONNECTIONS

Achieve Your Marketing Target

Consolidated Graphic Communications



Show You Care in a Time of Change

The COVID-19 pandemic has changed the way people shop. While the direct mail channel has remained as important as ever (especially when supported by digital channels like email and mobile), the way people buy has changed.

Purchases have gone online. Budgets have been scaled back. Discretionary purchases have been put on hold. What are some steps you can take to keep your brand strong during this uncertain time?

1 PROVIDE INSIGHT, NOT JUST INFORMATION

Customers are looking for stability and certainty in a time of change. Provide them with more than just information. Give them insight and next steps, too. Whether you are describing your latest products or dishing out thought leadership on business or consumer trends, help them act on that information in ways that improve their businesses and their lives.

2 DISTILL INFORMATION AND PROVIDE CONTEXT

Many business and personal decisions are on pause right now. That makes this a great time to step in as a thought leader and help your customers make sense of the world around them. If you sell home appliances, for example, drip newsletters, postcards, and emails about how to select the right dishwasher for their needs, or detail the benefits and drawbacks of different appliance finishes. Once you establish yourself as a thought leader, you increase the chances buyers will think of you first when they are ready to spend again.

3 SHOW YOU CARE WITH VIRTUAL TUTORIALS

At a time when many people may be hesitant to shop in person, show that you care about their needs and concerns by creating virtual experiences that help them make decisions remotely. If you sell cars, for example, add QR Codes to your direct mail pieces that take them to mobile videos with 360-degree views of the interiors and exteriors of different cars, as well as the power under their hoods. If you are selling pet grooming supplies, provide tutorials on how to use different products to trim up their pets safely at home.

Whatever you sell, be a resource to your customers first and a shopping destination second. Use every channel at your disposal (direct mail, email, online videos, QR Codes, blogs, webinars) to connect with customers, personalize their experiences, and let them know you're there for them.