

# PUNCHH BEST PRACTICES

## 8-Point Marketing & Loyalty Checklist During COVID-19



### Deliver Timely Communication (Multi-location businesses)

- Ensure local franchisees and managers have the most up-to-date information regarding customer interaction guidelines, operations and campaigns with current offers
- Create a two-way dialogue so franchisees and managers can provide insight into local government mandates that may differ from the national government or headquarters
- Provide and share branded content for local social media use, for example how-to or recipes using your menu items



### Build Trust Across all Channels

- Determine and keep a regular cadence for customer communications with authentic and transparent messaging
- Deliver customer-first messages through an omnichannel approach including, email, text, push notification, and social. Important Reminder – *Don't forget to unschedule any non COVID-19 related messages that may appear insensitive*
- Gather, act on, and measure customer feedback to keep a pulse of customer sentiment and expectations



### Refresh Website Content

- Provide transparency into the health and safety procedures you've implemented. Share the messaging on local pages or link back to the corporate page
- Ensure local pages are updated for changes to hours and any closures with information to the nearest open location

- Highlight each location's options to dining-in such as online ordering with pick-up, curbside delivery, and third-party delivery; include the "how" so no questions are left unanswered



### Update Google My Business (GMB) Listing Pages

- Include current operating hours and any food service changes
- If any locations are closed due to COVID-19, instead of removing the store's hours completely, use GMB holiday hours to indicate you're temporarily closed which will help with local SEO
- Add a GMB Q&A about your restaurant's status and highlight your location's options to dining-in, including the specifics for how to order, pick-up or get delivery



### Create Digital Campaigns

- Shift money from print to digital campaigns as people are now spending more time on devices and are more concerned about anything they have to touch
- Create digital campaigns that demonstrate your ability to serve customers during this time and provide an incentive to drive action. Examples include, online ordering, contactless delivery, free delivery, healthy or low-contact grab & go options, family bundled meals, etc.
- Emphasize franchisees as small business owners and members of the community by highlighting local efforts such as free kids meals or special health care appreciation offers

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## Leverage Social Media

- Use social media broadcast posts to update customers on hours and food service operations
- Get creative and post a “how to” video or recipe using your menu items
- Consider creating and supporting a local campaign to drive sales around surplus food items with a short shelf life or delivery specials



## Analyze Paid Search and Paid Social

- Monitor state and local government dining-in mandates as they will impact search results and make adjustments daily
- Brands with international locations need to consider how to shift marketing dollars based on changing country COVID-19 updates
- Automation may be lagging behind trends and you should consider switching to a manual process giving yourself the most control so your dollars are put to work in the most efficient way possible



## Maintain Your Online Reputation

- Monitor your brand reputation closely during this time of great uncertainty to quickly engage and promote positive responses and act on negative comments
- If you receive negative customer comments, respond quickly on the same channel demonstrating the resolution you’re providing. Sluggish responses will reflect poorly on your brand
- Add additional keywords related to your COVID-19 posts and campaigns such as, #Coronavirus, #COVID-19, #COVID19, #WereOpen, #CurbSide, #CarryOut, #DineLocal, etc.

For more guidance and tools, visit [Punchh.com/covid-19-insights](https://Punchh.com/covid-19-insights)  
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