

COMMUNICATING WITH CLIENTS DURING COVID

*6 Key Messages to
Communicate to
Your Clients During
the COVID-19 Crisis*

Clear and effective communication is key during the COVID-19 crisis. Initial response notices have been sent out, but now that we've settled into this situation for the long haul, it is important to stay in communication. This guide outlines 6 key messages that your business can communicate to your clients during this crisis.

1. Thank you



No matter what your situation, chances are you can find something to be thankful for. From your clients to suppliers to employees all the way to the front-line workers, if not for the collective efforts being put forth day-to-day we would all be in a much worse state. Even if your business has reduced dramatically, thanking clients for their support in the past and present can go a long way to improving your sales during the recovery.

2. We are doing our part, here is how



By following the guidelines of healthcare experts we are flattening the curve and reducing the long-term impacts the virus will have on our lives and livelihoods. People want to do their part and know that the businesses they support are doing theirs. Have you kept paying your employees in spite of losing most of your business? Have you adopted costly new measures in order to keep your employees safe? If you're bashful about tooting your own horn you can include this message in with the message of thanks outlined above.

3. We have made changes and we need your participation



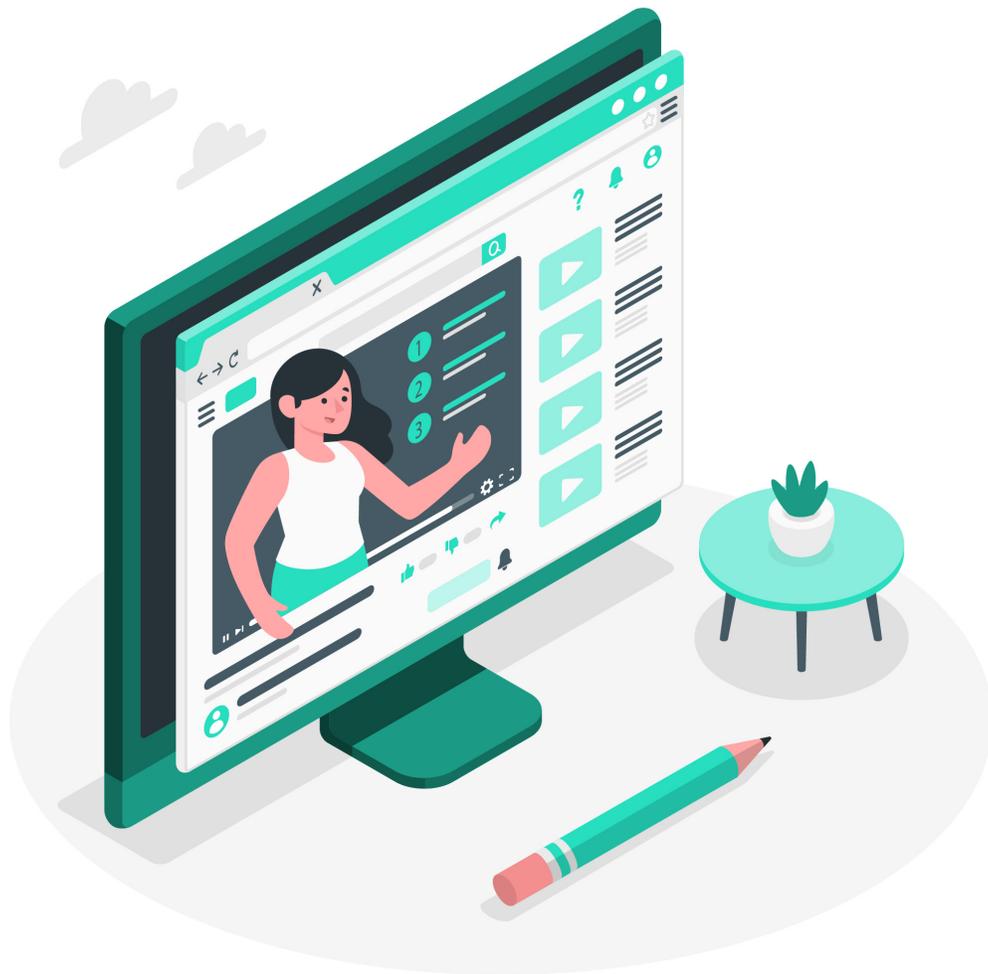
Staying safe while navigating the lengthy reopening process requires active participation of all parties involved. Guidelines will differ from business to business, but the key to the success of all programs is effective communication. Your clients must be educated on what your unique vision for the new normal looks like. While most will be eager to do their part others will need to be reminded of the importance of adhering to your guidelines.

4. We could use your help



COVID has impacted everyone but has hurt some more than others. If you are in a dangerous financial position as a result of COVID, reach out to your clients to discover if they have needs you could be helping to fulfill. It's important to find the business you need to stay afloat while not signalling to current or potential clients you're in danger of closing up shop.

5. We have new products/services to offer



The COVID quarantine has sparked a flurry of innovation resulting in countless new online products and services. If you have something new to share with your clients, be sure to get the word out through all the channels you have at your disposal, email lists, social media, etc. You may even consider doing some online advertising to promote your new offerings. Google and Facebook ads allow flexible pricing options to fit any budget. Consider incorporating multimedia elements such as video, animation and or photos/illustrations into your messaging for all these messages, but especially here. Getting people to try something new is tricky, so use all the tools at your disposal!

6. We still exist, please don't forget about us!



COVID has caused the biggest global disruption to our daily lives in a generation. Businesses once frequented regularly may have begun to drift to the back of our minds and we may be in need of a reminder. If you are operating in any capacity, it is worthwhile to get the message out simply that you still exist and you're happy to serve your valued clients. This would be the time to inform your clients of any sales or promotions you're currently running and that you greatly appreciate their support.

Conclusion



Every business is unique, this is by no means an exhaustive list of messaging for COVID. Find the messaging that fits into your business plan best, but no matter what message you're communicating, remember that how you communicate is almost as important as the message itself.

If you have any questions about communicating with your clients feel free to reach out to me at:

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