

For the love of print

**snap**



SUPERCHARGING YOUR BUSINESS RECOVERY  
**WITH PRINT**

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As life begins to return to normal after months of isolation to flatten the curve of COVID-19, businesses are starting to reopen their doors again and employees are returning to the office, albeit not quite as they knew it.

It's time to show your employees how much you've missed them and let customers know you're back in business with a bold, tangible awareness campaign. Here are some helpful and practical tips to reach out and touch your clientele – with print.



# Chapter 1: Re-evaluating your business position



When the COVID-19 pandemic hit, businesses were drastically affected by social lockdowns. Some companies folded entirely, while others were forced to put operations on hold or pivot until restrictions began to ease.

In the wake of any disaster, those affected should pause to take stock and assess the situation. Some businesses have used these unprecedented circumstances to streamline operations and improve processes, but this also is a time to zoom out and take a look at your industry as a whole. Try asking yourself:

- What position has the pandemic left your business in?
- Where has it left your competitors, and above all, your customers?
- How might it affect your business moving forward?

The needs of your clientele have most likely shifted as a result of the pandemic, and you may find you need to pivot your operations or business strategy to meet them. If that's the case, you need to let your customers know not only that you're back, but that you've adapted and are ready and able to look after them.



# Chapter 2: Breaking through digital fatigue



Email campaigns may be convenient but, these days, they're likely to get lost in a sea of similar-sounding announcements overflowing inboxes on a daily basis.

When the COVID-19 crisis forced workers out of the office and into their homes, workloads suddenly had to compete with domestic chores and home-schooling. Printouts and snail mail moved into the background and were replaced with increased screen-time. As a result, many people now experience what we know as 'digital fatigue' or 'screen fatigue'.

That means print and paper have now won back their edge as people, tired of staring at the screen all day, are even more likely to find the tactility of a beautifully designed and printed piece of paper much more appealing and engaging than being served yet another social media ad. Physical mail also ensures you a captive audience: a 2020 survey conducted by Accenture found that 74% of Australians pay complete attention to their mail when they receive it – rather than scrolling past it.

## 1. THE VALUE OF TOUCH

While some traditional, printed correspondence has made a welcome shift online (we see you, bills), the wealth of content we now receive virtually makes a personalised, printed letter feel like a breath of fresh air. And that's all down to touch.

Touch isn't just one of our senses, it's a big part of non-verbal communication. Nothing is more effective at bestowing a sense of ownership than touch; if customers can feel and hold something, they can better imagine owning it.

It's so powerful, a tactile experience in the midst of mostly digital communication has the power to change someone's thinking. Whether it's a brochure, direct mail or a personalised token of your appreciation, it can help you form deeply personal connections. At a time when everyone is slowly emerging from isolation, this can be more effective than ever. So, chances are, if it looks good on paper, it'll feel even better.







## 2. YOUR BUSINESS IS BACK – WHAT NOW?

It's possible whoever said: "you never get a second chance to make a first impression" didn't consider the impacts of a global pandemic. If your business is ready to reopen, now might be your time to shine brighter than before with an impeccable second 'first impression'.

If you own a bricks-and-mortar storefront, some fresh signage and window displays could help passers-by know you're back in business. And don't forget to let your loyal customer base in on the (not so secret) secret, too.

Here, a targeted and ultra-personalised mail-out with a special reopening offer might do the trick. Depending on your offering, you could also consider personalised catalogues or brochures to show them you're back, and how.

### 3. BUILDING A RETURN CAMPAIGN

Before you announce you're back, you should be clear about what you want to say. Reconnecting with your customers means showing you understand what they went through – ideally, while sharing a piece of your story as well. So show them how these exceptional circumstances have affected you, and that you're stronger for it. This can help your audience relate your situation to their own experience.

A good place to start is market research. The pandemic has undoubtedly changed your market and your customers, so research can help determine how you can pivot to meet those changes. Competitors may have gone through the same trials as you, but now even more than ever, you need to show what makes your business unique.

If you experienced a staff shakeup during the pandemic, you could consider introducing your new team to your key customers. For example, via a handy brochure featuring profiles of your team, so your customers can put a face to a name.

Once you're clear on who you are now and where you can add value, it's time to make it official and put it in writing. Promotional items such as stickers, magnets or calendars can deliver the message with a bit of light-hearted fun.

They say an image speaks a thousand words, and so could a printed key visual of your business paired with a bold written statement. Think printed signage, gifts, stickers or personalised letters.

Chapter 3:

# Balancing online with bricks and mortar



The economic downturn prompted by the pandemic has forced many business owners to downscale their operations. For some, this has meant a decision to shutter their bricks and mortar outlet – at least temporarily.

Social restrictions kept many customers out of shopping centres, leading to increased interest in online stores. Naturally, for businesses, this has increased the appeal of doing business online. However, to get the most bang for your marketing buck it pays to play both sides of the field.

While your website should act as your virtual storefront for those who can't be there in person, a store is the physical manifestation of your business, offering an immersive and tactile experience. It's all a matter of finding the right balance and letting the two experiences play off each other.

For example, in addition to being open for business 24/7, you can use your online presence to promote your products in store, special events and in-store exclusive – and vice versa. Printed promotional material can help direct shoppers to your online store as a valuable take-away that can encourage repeat business.

In store, print is here to help you lead the narrative and immerse your customers in the atmosphere to forge those all-important people connections.

# Chapter 4: Nurturing your relationships



Relationships are at the heart of any business. Whether it's the relationship between you and your customers or you and your staff, loyalty and reliability are tenets of the business world.

If those relationships are nurtured, they can help your business thrive. That's why it's important to let your key clients know how much you value them as you enter the business recovery phase.

While some restrictions may still temporarily prevent you from physically meeting to renew those relationships, printed correspondence can help you hit the mark.



## 1. NURTURING CUSTOMER RELATIONSHIPS

A customer wants to know a business has their best interests in mind. This can be reflected in the quality of products or service, or in the correspondence between the two parties.

Businesses have everything to gain by letting a customer know how important they are. A personalised letter or card can show the client they're worth more than a generalised email or text.

Even if your business has gone entirely online, you can still create an impactful customer experience with print along the way. For example with personalised packaging or a personalised note to thank them for choosing your business.

## 2. NURTURING BUSINESS RELATIONSHIPS

Just as businesses and customers were forced apart by social distancing, industry catch-ups and social gatherings also ground to a halt in recent months. Networking events are an important part of any business, whether to keep abreast of the competition, shape new relationships or maintain existing ones.

Many businesses were negatively affected by the collapse of overseas supply chains during the pandemic. Suddenly, companies rediscovered the value of local suppliers, and those relationships have, in some cases, become lifelines. If you're set to return, you need to make sure your supply chain is also ready. You can refresh those relationships, for example, by getting in touch to make sure your associates are well, and let them know you're ready to continue your partnership. To sweeten the deal, why not send them a sample of your goods, along with a personalised greeting card.

# Chapter 5: Workplace considerations







A return to the workplace isn't simply a matter of "business as usual".  
Things have changed for your business, your industry, your customers and your staff.

While social distancing restrictions have eased, things aren't completely back to normal yet. Workplaces must adhere to work health and safety laws, and these have changed dramatically since pre-COVID times.

## 1. WORKPLACE SAFETY

As an employer, it's your duty to remove risk to health and safety from your business, as well as monitor the health of your workers and conditions in the workplace. To protect everyone in your business from exposure to COVID-19, you should ensure:



**YOUR EMPLOYEES PRACTISE  
PHYSICAL DISTANCING**



**CAN WORK FROM HOME  
IF THEY'RE AT HIGH RISK**



**PRACTISE GOOD HYGIENE**



**HAVE A THOROUGH CLEANING  
REGIMEN IN PLACE**



**STAY AT HOME IF THEY'RE UNWELL**



**HAVE SANITISER, SOAP AND  
OTHER SUPPLIES READILY AVAILABLE  
FOR EVERYONE TO USE**

You can create custom posters featuring your business information to suit your space. Also, signage around your store or office will help create and maintain awareness of the workplace changes due to COVID-19.

## 2. NURTURING AND MOTIVATING YOUR TEAM

As your team returns to work, it's important to create a safe yet familiar environment for them. For many, working from home has been a shock to the system, and a return to the workplace routine could feel daunting.

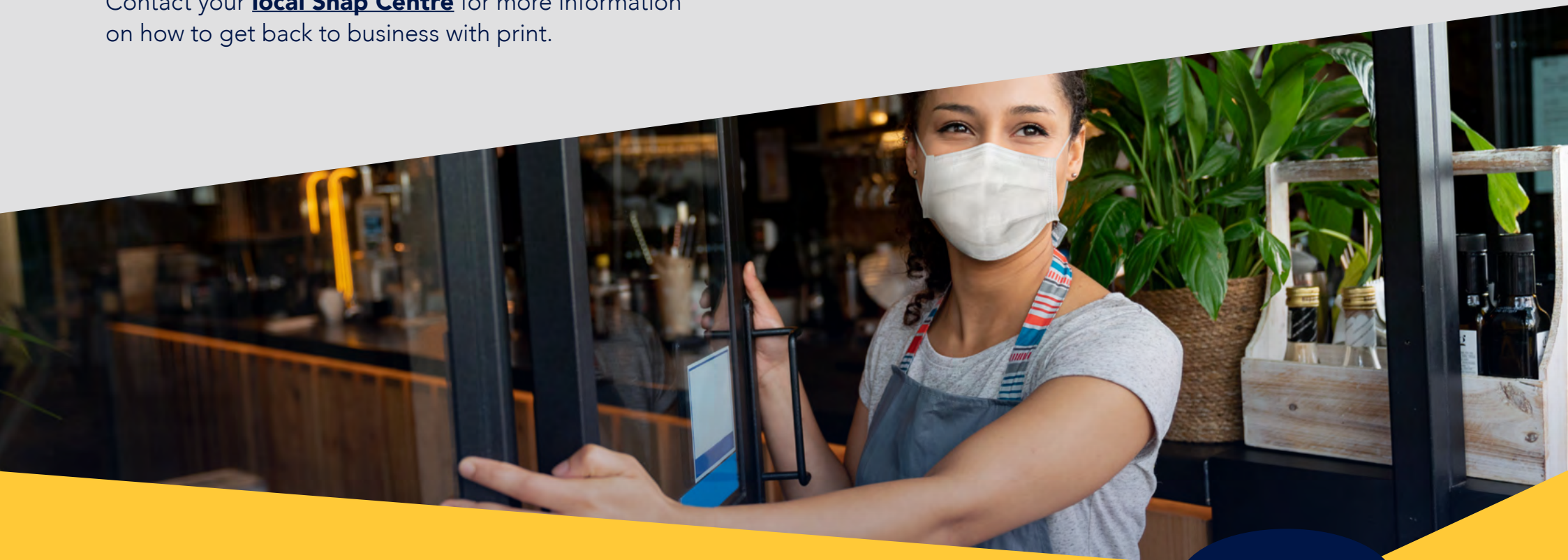
You can ease the transition stress by surprising your team with 'Welcome Back' care packages, motivational greeting cards, and posters that reinforce team and company values. Fun, tangible gifts like custom business stationery or goodie bags are a small yet effective way to show your staff you care and understand what they've been through.



The COVID-19 pandemic knocked businesses for six like nothing before. Companies and employers now face the unprecedented challenge of starting over and learning how to do business in a brave new world.

At a time when touch has become a memory, you should make sure to return in style and create positive associations and experiences.

Contact your **local Snap Centre** for more information on how to get back to business with print.



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