



The Marketer's Guide to Navigating COVID-19

Edition 4 – Store Re-Opening Strategies

by **ovative**group

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To my fellow marketers:

As many States begin to loosen shelter-in-place policies and re-open non-essential businesses, retailers are quickly planning their respective re-opening strategies. In our fourth edition of “The Marketer’s Guide to Navigating COVID-19,” we share **media best practices to inform retailers’ store re-opening strategies**.

Every retailer’s re-opening strategy is unique. The most important conversations we are having with our clients right now are to define learning agendas and goals throughout the process. We don’t know what will happen. **Defining an intentional path to uncover answers to your open questions** is more important in the early stages of re-opening than rushing to open. We encourage you to have similar conversations with your agency partners.

Over the coming weeks, we will share channel-specific strategies & tactics to incorporate in your re-opening plans.

Be well.



Dale Nitschke

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CEO and Founder of Ovative Group

Overarching Media Strategies

While each client's re-opening strategy is unique, there are some key media best practices all retailers should take into consideration:

01 Deliver the **right message to the right consumer**. Lead with direct response-driving assortment and marketing offers, while also demonstrating empathy. Incorporate store information and pickup methods as part of broader messages (vs. standalone).

02 All stores will not open at once so take a **geo-based approach** to your media plan. Promote the right geographic locations at the right time.

03 Define a **test and learn plan** so you can quickly assess what's working and what's not from initial waves of store openings.

04 Recognize and nurture customers' buying channel preferences. Ensure offers represent **omni-buying opportunities**, rather than store-only offers.

05 **Leverage owned channels**, such as email, site, and SMS, for dedicated reopening messaging to existing customers through targeted campaigns.

06 **Accelerate store traffic** with additional ad formats, publishers, offers, and optimizing to offline metrics.

Media Considerations for Your Store Re-Opening Plan

SECOND WAVE OF STORES REOPEN, SATURATING A DMA/STATE OR REGION

- Lean on owned media to target and connect customers with specific information about store re-openings
- Explore custom paid media plans to generate momentum around store traffic. Consider the role of incremental spend and new tactics between an omni approach vs. a “store traffic” driving campaign
- Lead with an assortment and marketing message that is relevant to your customer with secondary messaging related to store buying options
- Ensure omni-channel offer options are available, giving your customers a choice
- Revise bid strategies as relevant for geos



1

FIRST WAVE OF STORES RE-OPEN IN CERTAIN GEOS

- Store-focused media channel investments should be phased geographically
- Turn on media tactics in the days leading up to store openings
- Consider paid media push tactics only against your CRM if there is enough scale, or the locations have unique attributes that make it stand-out
- Leverage owned media and dynamic elements on the site to communicate location-specific operational information
- Consider offers and messaging specifically for your VIP customers that you have the best chance of activating in wave 1



3

STORE RE-OPENING PLANS ARE WELL UNDERWAY; CONFIDENCE AND MOMENTUM IS BUILDING

- Evolve measurement approach and optimization tactics to account for the enterprise impact of investments (including store and ecommerce)
- Introduce more sophisticated media tactics against geo, spend optimization and dedicated campaign initiatives

About Ovative Group

Ovative Group is a Minneapolis-based, independent media and measurement firm. We bring together the best of strategy, measurement, and media to enable an enterprise approach to marketing that increases our clients' profitable revenue, strengthens their customer base and creates a sustainable competitive advantage. To learn more, visit www.ovative.com.