



Opening New Jersey
Win with the right marketing strategy.

June 18, 2020



Introduction.



Kim Alvarez

Vice President, NJ Advance Media
Publisher, Jersey's Best Magazine | Jerseysbest.com

NJ Advance Media is a data-driven marketing agency and the #1 provider of local news in New Jersey and The Lehigh Valley. We drive daily conversations and engage millions of people through quality journalism on NJ.com, social channels and in newsletters and print publications, including The Star-Ledger, Jersey's Best and other daily and weekly newspapers.

Thanks to our position and experience as a modern publisher, we can use our deep connections with consumers to help you engage your audiences and grow your business.

Agenda.

Thrive as the economy is restored.

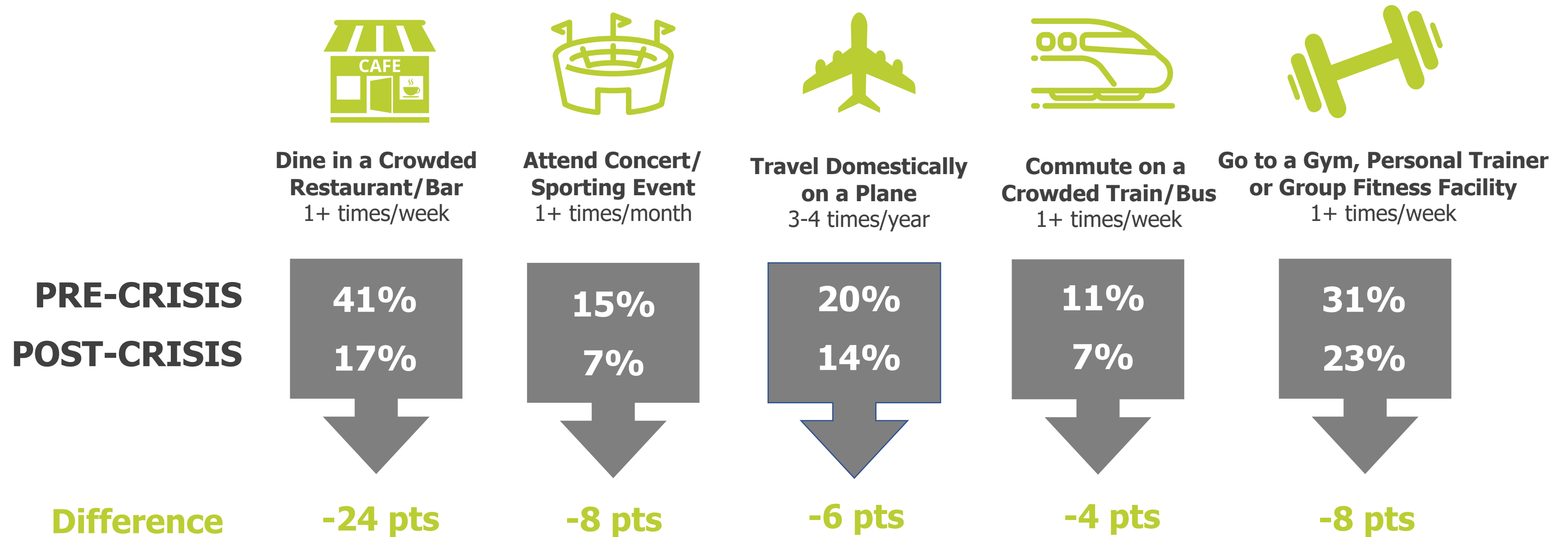
- Essential consumer sentiment and purchase intent to consider.
- Listening to your customers: messaging for a new normal.
- Choosing the most effect marketing channels for content distribution as your business reopens.
- Some programs to jump start your re-opening visibility.
- Q&A.



A new normal.

The return to activities is expected to be gradual.

And, the return to some activities may be at a lesser rate than pre-pandemic.



Purchase intent*: Will the floodgates open?

| | After Social Distancing is Lifted | After My Income Returns to Normal | Will Defer Spending As Long as I Can |
|----------------------------|-----------------------------------|-----------------------------------|--------------------------------------|
| CLOTHING | 25% | 16% | 26% |
| APPLIANCES | 16% | 17% | 42% |
| TECHNOLOGY | 8% | 14% | 46% |
| DOMESTIC TRAVEL | 32% | 9% | 45% |
| FURNITURE | 15% | 20% | 44% |
| AUTOMOBILE/CAR | 11% | 13% | 58% |
| VISIT A DENTIST | 48% | 6% | 27% |
| PRIMARY CARE OR SPECIALIST | 48% | 6% | 24% |

* Among those with intent to purchase.



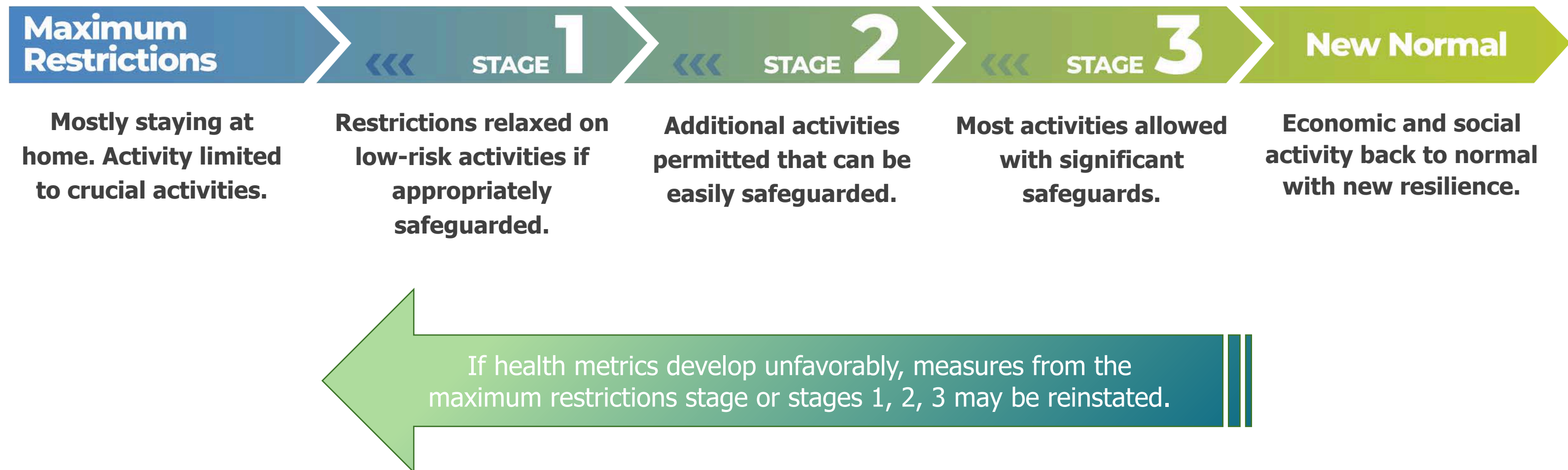
Purchase intent: Will the floodgates open?

| | As Soon As I can | Over the Summer | After Labor Day Through Next Year |
|-------------------------------------------------------------------|------------------|-----------------|--------------------------------------|
| OUTDOOR HOME RECREATION (POOL, HOT TUB, DECK) | 36% | 31% | 33% |
| HOME RENOVATION OR IMPROVEMENT (I.E., ROOF, KITCHEN, BATHROOM) | 21% | 21% | 58% |
| STAY OVERNIGHT IN A HOTEL OR RESORT | 9% | 27% | 64% |

ADVANCE INSIGHTS Wave 2 study full study report coming soon!

The Road Back: Restoring Economic Health through Public Health

Learn from your experiences. Have a contingency plan. Move forward smartly.



STAGE 0

"To the extent you can within your business situation, it is time to keep the money going, obviously with a different voice. Pivot and adjust to be relevant now as behavior has really really shifted quickly."

– Former Procter and Gamble CMO and podcast host Jim Stengel

Even in shut-down mode, businesses that stay engaged with customers will be the first to see them return to the business when the economy restarts.

Key channels:

- Social Media
- Email
- Content Marketing



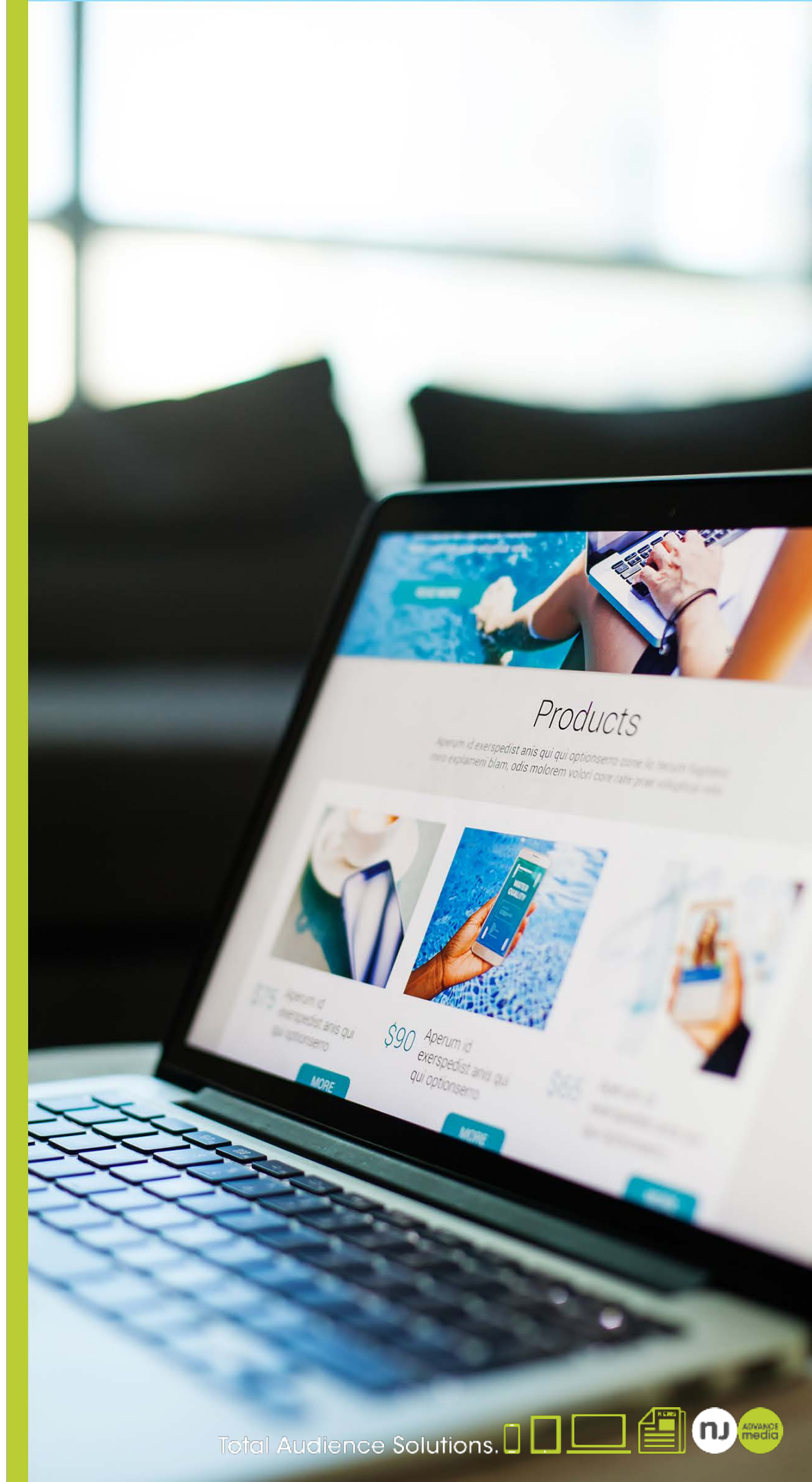
BEYOND STAGE 0

Stage 0 is a time to plan for what's next.

Some companies may remain in Stage 0 longer than other businesses, and **there is potential for some businesses, and the community, to return to Stage 0 if there is a rebound in new cases.**

Actions:

- Even when your physical location opens again, customers may still want curbside pick-up options and online virtual tools that will help them minimize browsing time in-store.
- Adding an e-commerce checkout system to minimize barriers to purchase for more vulnerable customer segments. Ask about options available from your point-of-sale (POS) vendor or easy-start services like Shopify.



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Join us Saturday, May 16th from 6:30-7:15 p.m. for Latin night - enjoy learning and dancing Salsa and Merengue! ...See More

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Time to 🎉!!!!

**SATURDAY, MAY 16
6:30-7:15PM**

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FREE Virtual Guest Dance Party! [CONTACT US](#)

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Learn to dance from your living room! Try a FREE private virtual dance lesson from Arthur Murray of Cranford and Hillsborough.

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Doctors are available to meet you without leaving home. Receive orthopedic care safely & securely with virtual appointments.

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Local & Safe Cancer Care During COVID-19 [Learn More](#) 



**CANCER DOESN'T WAIT
YOU DON'T HAVE TO EITHER**

[Learn More](#)

At RCCA we will continue to adjust as needed during the pandemic. From offering telehealth visits whenever possible to modifying patient in-office visits and staffing schedules to minimizing the number of people in the office at any one time.



**CANCER DOESN'T WAIT
YOU DON'T HAVE TO EITHER**

[Learn More](#)

At RCCA we will continue to adjust as needed during the pandemic. From ensuring that staff are equipped with personal protective equipment when providing clinical services to intensifying our already thorough cleaning and sanitization processes.



**CANCER DOESN'T WAIT
YOU DON'T HAVE TO EITHER**

[Learn More](#)

During the pandemic RCCA's commitment hasn't changed. Our team members are here for people with cancer, whether you've just been diagnosed, are in the midst of treatment, or have completed active treatment and have a question or need follow-up care.



Doctors Locations About Articles/News Contact Patient Portal Make A Payment Healthcare Questions **RX Questions: 844-683-6443**

Call 844-346-7222 [CONTACT US](#) Search ...

Navigation: Navigating Care Cancer Types Services Pharmacy Clinical Trials For Providers Advocacy

Articles/News

Cancer Doesn't Wait – And You Don't Need to Either: How RCCA Is Treating Cancer While Guarding Patient Safety During the COVID-19 Crisis

June 7, 2020

Learning that you or a loved one has cancer can be overwhelming at any time, but needing cancer care while America contends with the COVID-19 crisis adds a whole new set of concerns to an already challenging situation..

"Patients understandably are worried about whether their cancer or its treatment may weaken their immune system, making them more susceptible to contracting coronavirus. Many also are hesitant to come to a healthcare facility for consultation or treatment, due to concerns about potentially being near people who are carrying the virus," notes Luliana Shapira, MD, the Chief Medical Officer of Regional Cancer Care Associates, LLC, or RCCA, one of the nation's largest networks of oncologists.

The board-certified medical oncologist and hematologist adds that RCCA not only understands those concerns, but has taken several steps to address them at its 28 care centers throughout New Jersey, Connecticut, Maryland, Pennsylvania and the Washington,

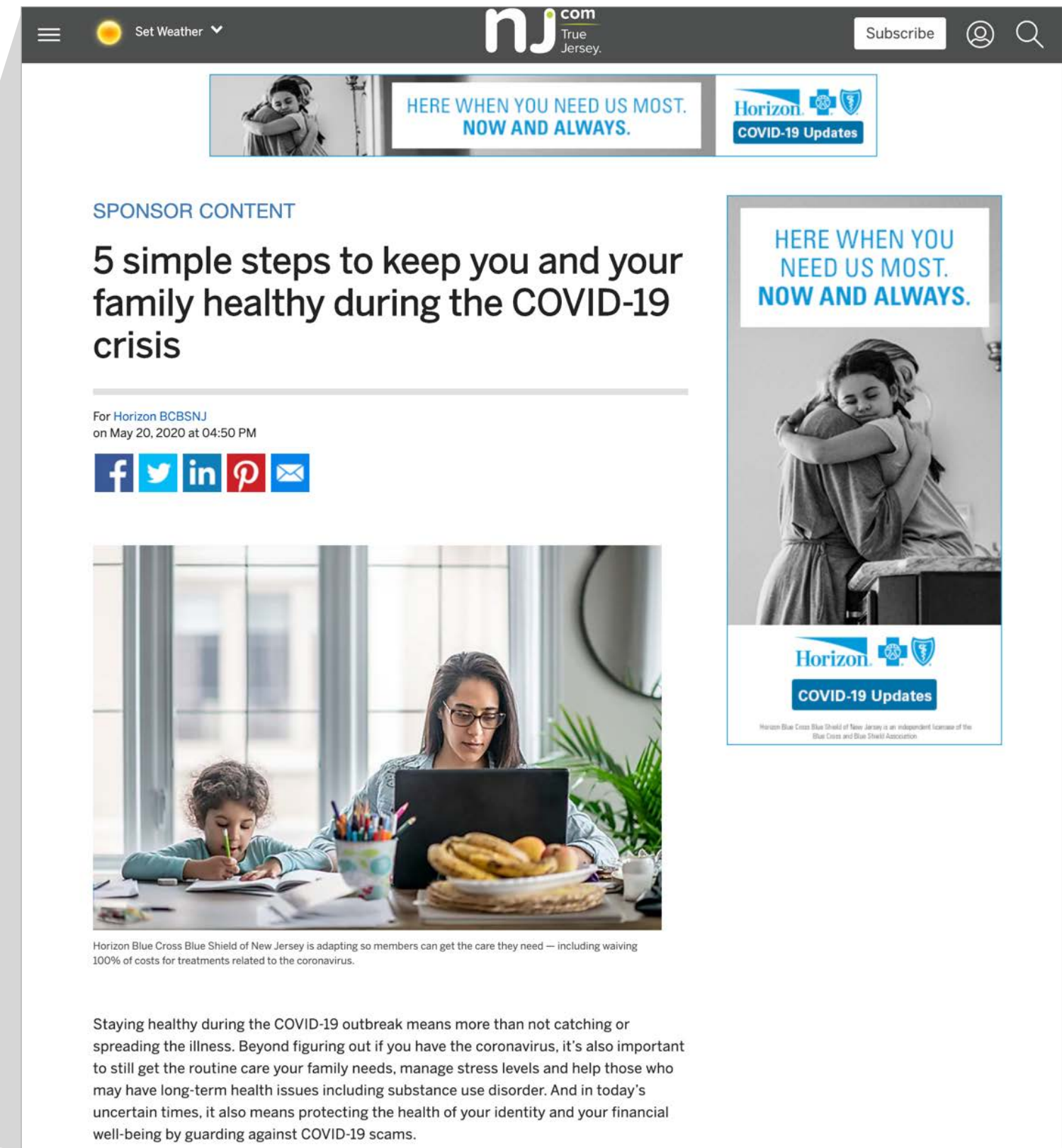
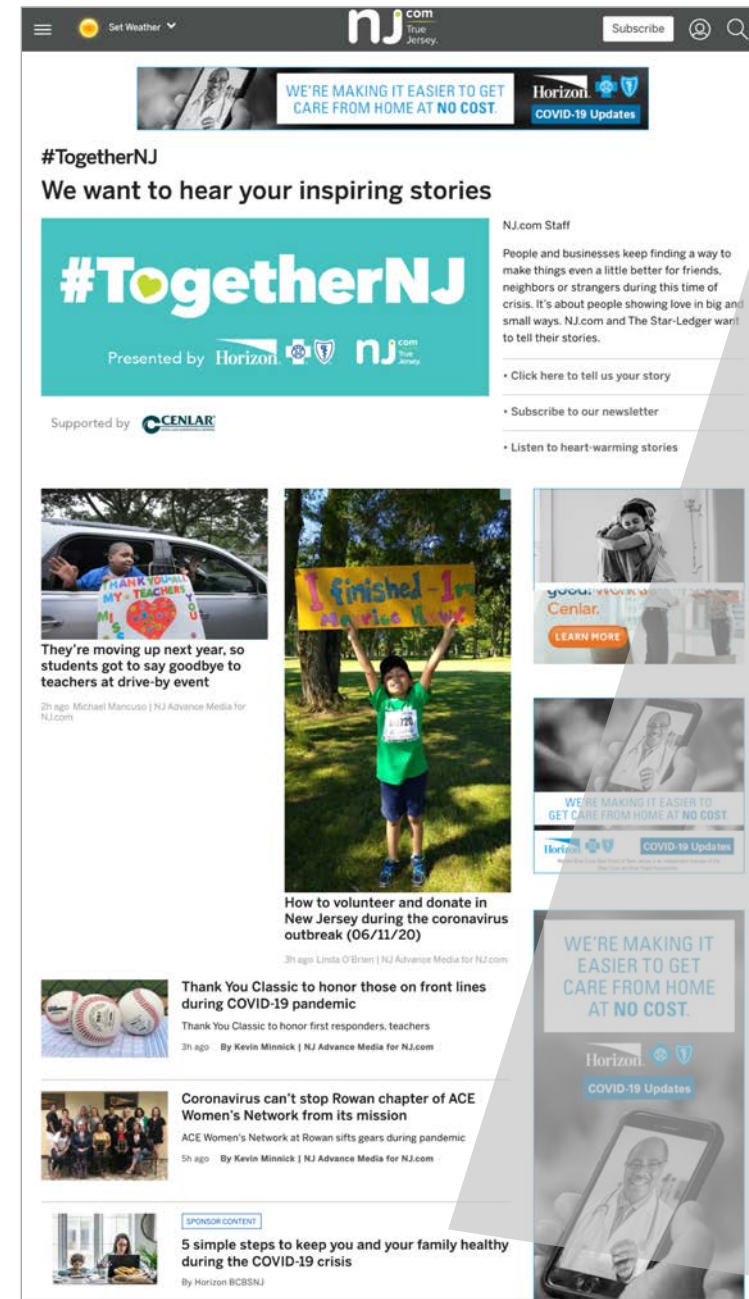
Recent News

- [Cancer and COVID-19: What You Need To Know](#) May 31, 2020
- [Important Announcement](#) June 5, 2020
- [Cancer Doesn't Wait – And You Don't Need to Either: How RCCA Is Treating Cancer While Guarding Patient Safety During the COVID-19 Crisis](#) June 7, 2020



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As a “Presenting Sponsor” of NJ.com’s **#TogetherNJ** featured content, Horizon Blue Cross Blue Shield has taken the opportunity to be a resource for New Jersey communities and used positive brand alignment to their advantage.



What's next?

Channels



YOUR EMPLOYEES ARE YOUR VOICE

- A negative workforce will destroy your comeback.
- Your employees need to feel safe, understood and supported.
- Your team is central to your customers' experience and brand perception.
- Your staff is first. Ensure your team understands the message you're sending to customers and the vital role they play.
- No matter the touchpoint, your employees need to know how to address questions and concerns - **in a positive, supportive and sensitive manner.**



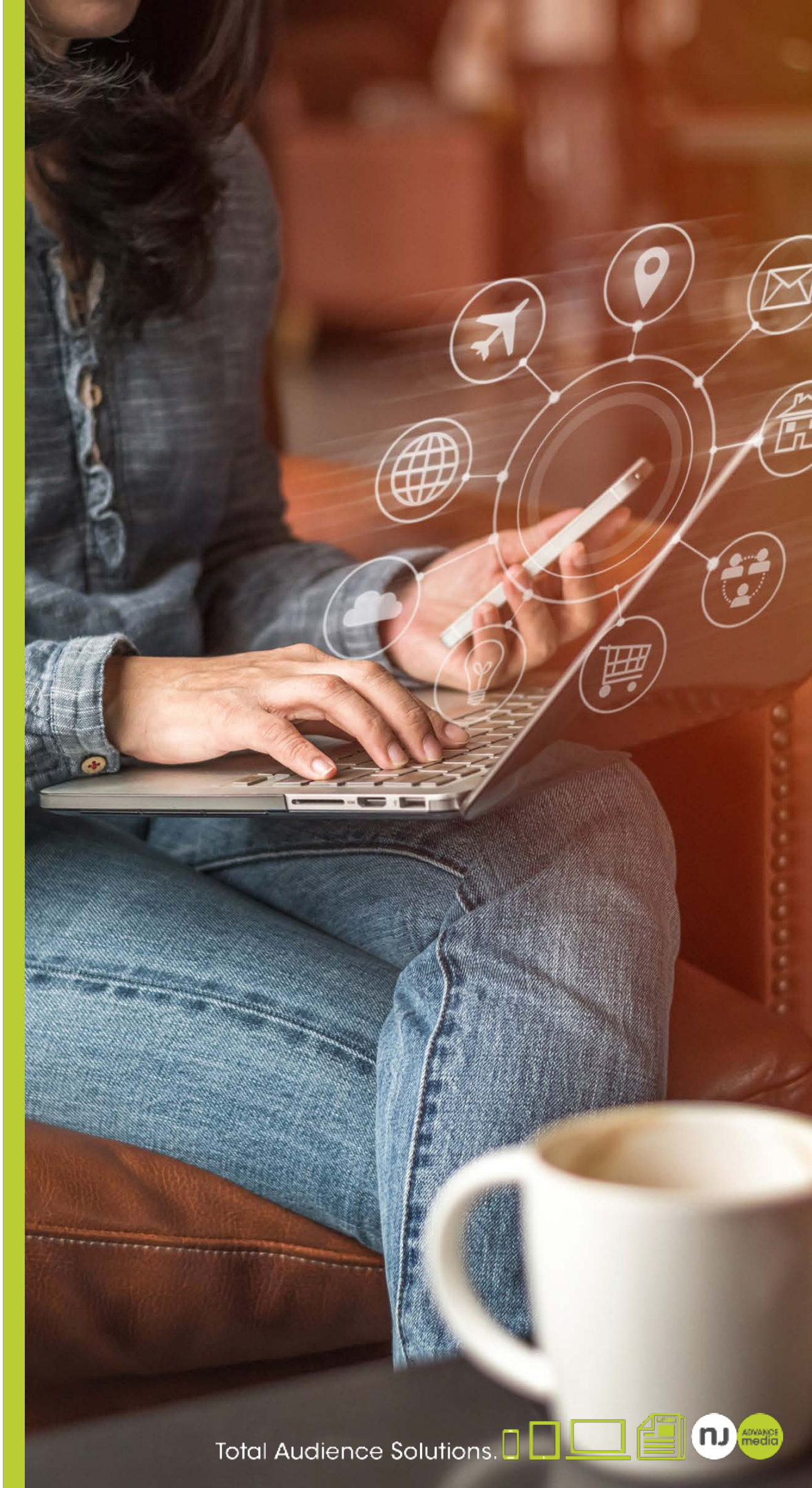
MULTI-CHANNEL APPROACH

Make sure your online presence is up to date.

- Your website.
- Your social channels.
- Your online business listings.

Reach out to your customers. And, find new ones.

- Email your customers (CRM).
- Organic and paid social, with unique custom graphics.
- Facebook Live events.
- Digital and print to broaden your reach, tell your story and drive engagement.
- Your physical business signage (exterior and point of sale)
- Post sale: a receipt, an appointment reminder or an invoice – additional communication touchpoints.



What's next?

Messaging



TIMELY. RELEVANT. EMPATHETIC.

Listen to your customers.

- Solicit feedback, whether it be your social channels or online surveys and be responsive to feedback.
- Offer solutions for customers who still want virtual experiences.
- Customer support including staff who can address customer questions and concerns. Website FAQ's.

Provide updates on what's happened since you closed.

- Deep clean of your facility.
- Added a new product line.
- Reorganized your store for safer shopping.



INCENTIVIZE

- Special discounts.
- In-store demos.
- Grand opening event with giveaways.
- Bounceback.
- Loyalty program.
- Give back to your community, if you can.



A FEW TIPS ON HOW TO SAY IT. BE SENSITIVE.

- Be inspirational. Be helpful and positive.
- Don't focus on the negative impact on your business – focus on what you can do for your customers.
- It's not the time for wit. "a killer deal!"
- Don't apply pressure. "We'll be here when you are ready" will be far better received than "limited time offer."
- Choose language that communicates safe alternatives: contact-free, virtual, remote, in-home, downloadable, delivery, online.



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WE'RE TAKING DEEP CLEANING EVEN DEEPER



We believe that keeping you healthy starts with keeping you safe. Which is why we're taking so many steps to achieve exceptional cleanliness in all of our facilities, including:

- Ultraviolet light technology to kill viruses quickly
- Advanced fogging to terminally disinfect surfaces
- Nationally recognized industrial sanitation expert consulted
- Rigorous deep cleaning practices
- Exceeding safety standards set by the CDC, WHO, OSHA and EPA.

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For everyone's safety, we've updated hours to allow for extra cleaning & stocking ›

- **9am-9pm:** weekdays in most stores
- **9pm-9am:** drive-thru only at 24hr stores

Drive-thru Shopping
Pull up & shop select health, cleaning & grocery items at drive-thrus ›

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Find care online
Consult with a healthcare provider from home ›

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Expert advice on medications for symptoms ›

Free Rx Delivery
Get eligible Rx delivered right to your door ›

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Get the facts
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For the health and safety of our patients and staff, IGEA is adhering to safety measures in-office and is now providing the [...See More](#)

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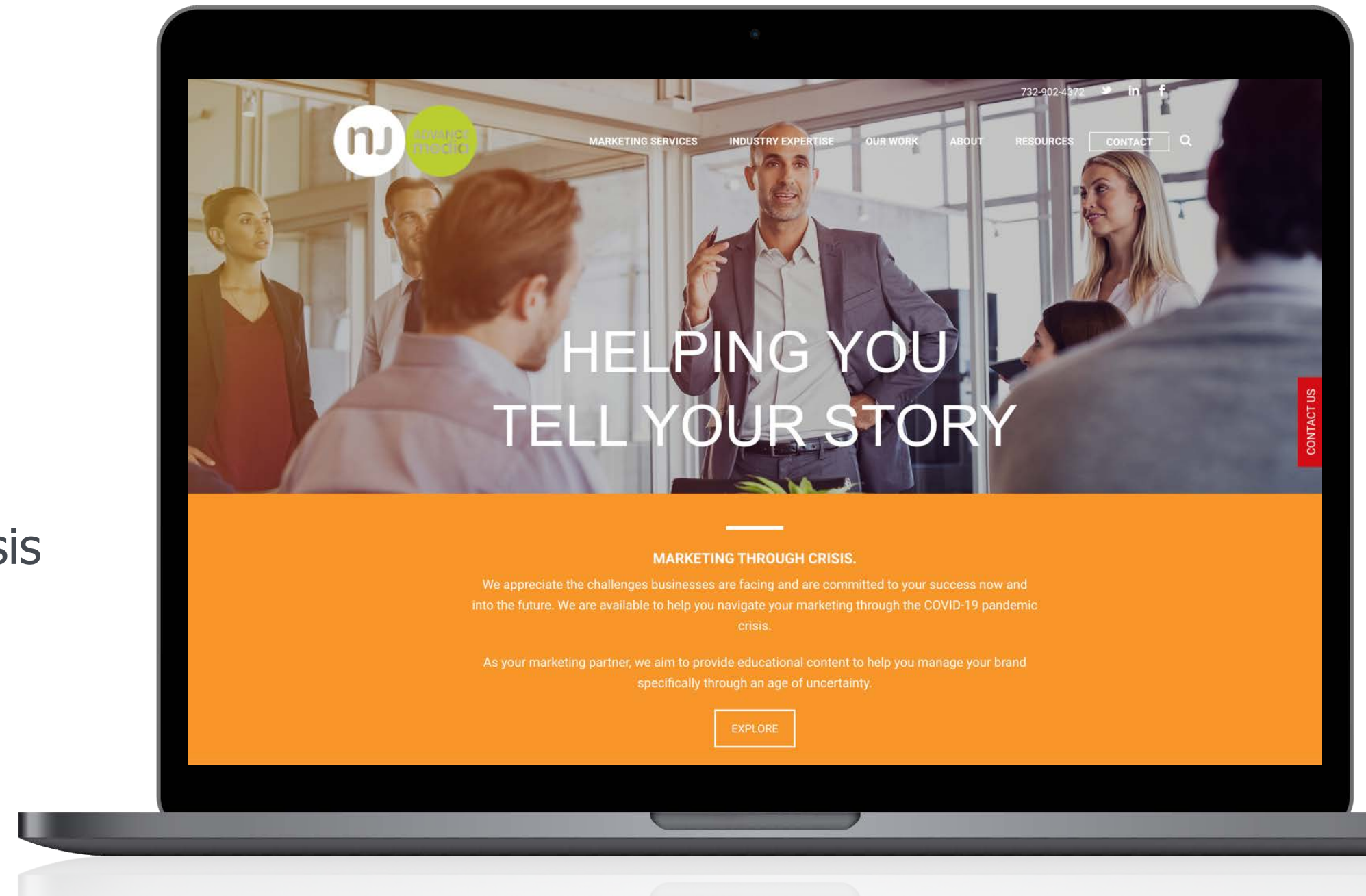
Taste NJ

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Craving something special? Taste New Jersey! See which local restaurants, wineries and breweries offer curbside pickup and to-your-door delivery. Take virtual cooking classes with famous New Jerseyans and get inspired with delicious at-home ideas.

NJ ADVANCE MEDIA RESOURCES

- #TOGETHERNJ: nj.com/togethernj
- NJ is OPEN*: nj.com/open
- NJ Advance Media Cares: Matching grant program.
- Crisis Management Resource: njadvancemedia.com/marketing-through-crisis educational content
- Marketing Consulting





Q and A

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