



L I V E   W E B I N A R

# Communicating Effectively After COVID-19

## A Guide for Print Businesses



**Hello,  
I'm Lisa.**

**PUBLIC RELATIONS MANAGER**



SinaLite

**A wholesale trade printer that  
works exclusively with printers  
and print sellers**



# Overview

What has changed after COVID-19?

Why and when should I communicate?

What and how should I communicate?

The importance of listening

Additional communication tips

Helpful print products



# What has changed after **COVID-19**?

The way businesses operate and the way consumers behave

- ▶ The way businesses communicate with clients
- ▶ The way clients expect to be communicated with



# Why should I communicate with my clients?

- ▶ Makes them feel heard and builds a relationship with them
- ▶ Helps them find solutions to their problems, issues and concerns
- ▶ Makes your business remain at the top of their minds
- ▶ Communicates your competitive advantage
- ▶ Entertains or educates

**Continued...**





## Why should I communicate with my clients?

- ▶ Gives them incentives to place an order
- ▶ Creates a sense of community
- ▶ Helps you build an authentic brand voice
- ▶ Gives them a way to voice their concerns and for you to receive feedback





# When should I communicate?

**NOW!**

Communicate what  
has **changed**.

Communicate what  
has **stayed the same**.





# What are people looking for now?

- ✓ A sense of **security**
- ✓ A feeling of **community**
- ✓ Acknowledgement **that somebody cares** for them
- ✓ **Cooperation** with other businesses (instead of competition)
- ✓ Social reintegration and **connection with others**
- ✓ **Reassurance** that some things have remained the same
- ✓ A **positive outlook**
- ✓ Routine and **stability**
- ✓ **Information** on what to expect next
- ✓ Ways to **adapt to changes**



# What do you communicate with your clients?

 Webinar Poll

(Check all that apply)



## What should I communicate?

- ▶ Whether you are open and to what extent
- ▶ If there are lineups, where should they stand, and when should they enter
- ▶ Are there any changes to the ordering process
- ▶ Are orders handled within health and safety procedures

**Continued...**



## What should I communicate?

- ▶ Whether turnaround times have been affected
- ▶ Whether there are changes in pickup/delivery
- ▶ If there are any special deals
- ▶ How much you care about them



## How should I communicate?

The method of communication should be decided based on the need it's trying to meet

There are a lot of ways to communicate with clients

Each has its own advantages and disadvantages

**Continued...**

# How should I communicate?



|                     |  |   |
|---------------------|--|---|
| <b>Face-to-face</b> | <b>Pro:</b><br>Efficient, clear and personable; can gauge client's reactions and needs better              | <b>Con:</b><br>Could compromise health and safety; not encouraged these days  |
| <b>Phone</b>        | <b>Pro:</b><br>Efficient and personable; can gauge client's reactions and needs better                     | <b>Con:</b><br>May not get picked up; clients could find bothersome; can't share images                                 |
| <b>Email</b>        | <b>Pro:</b><br>Content can be perfected in advance; can share links and images                             | <b>Con:</b><br>Clients less likely to respond; may end up in spam folder; less tech-savvy clients may have difficulties |
| <b>Social Media</b> | <b>Pro:</b><br>Can reach a wider audience; content can be perfected in advance; can share links and images | <b>Con:</b><br>Shorter audience attention span; some clients may not have social media                                  |

# How should I communicate?



|                      |  |  |
|----------------------|--|--|
| <b>Website/Blog</b>  | <b>Pro:</b><br>Targets people right when they have a need; can share links and images; content can be perfected in advance                           | <b>Con:</b><br>Can only reach clients who took the initiative to go on your site; less personable; needs to be updated regularly |
| <b>Direct Mail</b>   | <b>Pro:</b><br>Studies show people prefer direct mail; information can be kept with recipient; content can be perfected in advance; can share images | <b>Con:</b><br>Is costly and time-consuming to create; can be easily discarded   |
| <b>Store Signage</b> | <b>Pro:</b><br>Targets an immediate need; can't be avoided; easy to create for print businesses  | <b>Con:</b><br>Can only be seen physically, can be costly, may need to be updated regularly                                      |



# Communication goals and methods

**News or updates:** email, social media, website

**Special offers:** face-to-face, email, social media, website, direct mail

**Tips or ideas:** email, social media, blog

**Request for feedback:** face-to-face, phone, email

**Follow up on orders:** face-to-face, phone, email





A close-up photograph of two hands, one on the left and one on the right, cupping the ears of a person whose head is partially visible at the top. The hands are positioned to suggest listening or attention. The background is a plain, light color.

# The importance of listening

Communication is a **2-way street**

- ✓ It should benefit both parties: you and the recipient.
- ✓ Treating communication this way helps boost client engagement.
- ✓ It gives them opportunities to provide feedback.



# Helpful feedback to ask for

What do you need help with?

What do you like about our business/products/services?

How we can improve?

What are other print providers doing that you wish we did?

How can we make things easier for you?

Which particular employees are helping you the most?

What do you think about our marketing?

What new products would you like to see?

Which special offers would help you the most?

Other questions and concerns they may have



# The importance of listening

- ✓ Helps you save time and money... What's working? What isn't?
- ✓ Clears up misunderstandings
- ✓ Even silence helps you learn more



## Removing obstacles to engagement

- ▶ Simplify difficult technology
- ▶ Create prompts to help audience open up
- ▶ Provide close-ended and open-ended questions
- ▶ Make sure your questions are clear
- ▶ Show them that you're listening and that you value their feedback
- ▶ Explain to them that their answers help you serve them better
- ▶ Assure them that their responses will remain confidential





# Additional communication tips

## Show **empathy**

Show that you care and identify with them.

## Don't be too **“salesy”**

This is a time to build relationships.

## Focus on the **positives**

Show how your business is contributing to the community.

## **Personalize** your message

Whenever possible, address the recipient by name.



# Helpful print products



## Outdoor signage

coroplast signs and A-frame signs



## Direct mail

postcards, letterheads, and envelopes



## Indoor signage

posters, sintra signs, styrene signs, foam boards, wall decals



## Educational/informational materials:

Brochures



## Floor signage

floor graphics



## Labels

Roll labels



# The time to communicate is now.

## Contact Info.

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