

YOUR COVID-19 COMMUNICATION STRATEGY

WHAT IT MEANS FOR BUSINESSES

The coronavirus is already having a big impact on our personal and work lives; with notable changes in public behaviour following the World Health Organisation's call for self-isolation and more rigorous hygiene practices to minimise the spread.

Our communication strategy looks to ensure openness and transparency with your clients.

Although the UK government has not yet imposed a 'lock down' on public spaces such as gyms, the latest advice to practice social distancing is likely to leave gym owners in a tricky position; with the prospect of low attendance, membership freeze requests and cancellations.

Please note: we want all of our clients to be informed about the coronavirus (COVID-19) and confident to continue communicating with their clients.

As we believe it to be best practice that all of our users have the ability to issue ongoing communications using their platform, we have provided you with a recommended strategy, which includes one drag-and-drop campaign template available to send from your Campaign Library. This can be accessed from the COVID-19 folder – which we will update with more content in due course.

For further guidance on how you should proceed as a business, we would recommend referring to information from the [World Health Organisation](#), as well as [GOV.UK](#).

YOUR COMMUNICATION STRATEGY

Follow these guidelines to fortify your customer relationships:

- Step one: don't ignore what's going on
- Step two: lead with empathetic and educational content
- Step three: demonstrate your measured approach to safety
- Step four: help where you can
- Step five: keep alert and on top of any changes

DON'T IGNORE WHAT'S GOING ON

Each day brings with it new headlines about the coronavirus, so business owners are certainly at a disadvantage when it comes to knowing what to say and how to get that across.

However, the worst thing that your facility can do right now is nothing at all.

Consumers are just as anxious about the situation, but they're also anxious to hear from you. No doubt wondering how their memberships and their lifestyle – in general – will be affected.

Waiting for more definitive answers from the government may mean that you miss the mark communicating to your clients.

It reflects poorly on your business' strategy and could lead to alarm amongst your members – especially for your most frequent gym attendees.

Your customers need to be educated on what's changing within your business, giving them some much-needed assurance that you're right behind them during this period and that normal activity will be resumed as quickly as possible.

EMPATHETIC, EDUCATIONAL CONTENT

The coronavirus poses a serious threat to the most vulnerable members of our community.

Anything that you say over the next few weeks and months needs to bear in mind this need for compassion and understanding.

Making light of what others are going through could alienate your customers and leave them feeling disconnected from your brand.

So if you're using humour in your marketing, steer clear of potentially insensitive content and show tact with how you phrase your messages.

MEASURED APPROACH TO SAFETY

At the end of the day, business disruption is not just a hindrance to your business but to your customers, who will no doubt be left wondering how to stay fit and healthy during this difficult period.

Tell them what measures you are putting in place to ensure that you can keep servicing them.

For instance, have you changed your policies on membership attendance numbers at any given time? Are you helping them to safely workout at a reasonable distance from other gym goers?

And when things proceed to the next step, and businesses are mandated to close by the government, what additional support are you offering to add value in the short-term and speed up your facility's growth and recovery in the long-term?

As well as emailing known customers and leads with these updates, you should consider your social media posts, uploading specific website landing pages or sending other forms of communication to get that news in front of as many people as possible; preventing any uncertainty about your approach to COVID-19 and procedures.

HELP WHERE YOU CAN

A lot of businesses we work with support local charities and community relief efforts, so if there's something happening near your gym or facility that's connected to the COVID-19, talk about your participation in that project.

You might inspire others to follow suit, whilst showing your customers the full value of your leisure business.

KEEP ALERT FOR CHANGES

If you're used to scheduling your marketing strategy weeks or months in advance, make sure those campaigns are safe to leave in the background of your day-to-day business activities.

Leave anything you want to say about the COVID-19 for your **manual or short-term send plans**, as a lot can change in a very short space of time.

If you'd like more information on any of the guidance provided here, we would recommend referring to the [World Health Organisation](#).

CAMPAIGN IN YOUR SYSTEM

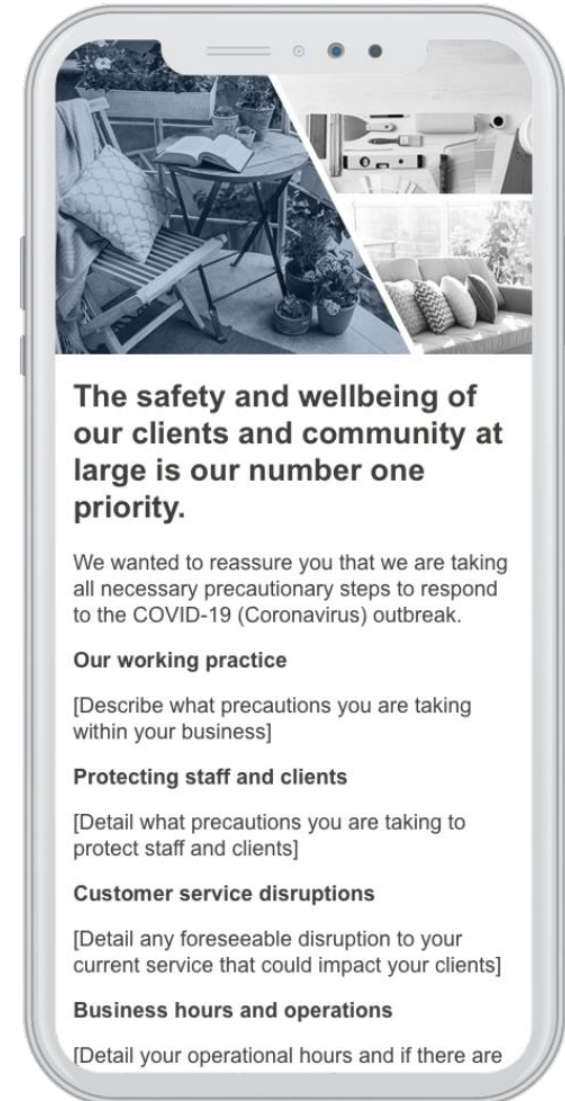
As a blank template, this example structures your communication, with the primary topics you need to address with your audience, like changes to 'business hours'.

Quick tips:

Available in your Campaign Library as a drag-and-drop email, the banner image will pull through your primary brand colour whilst giving you pre-prepared text content.

You can change or delete the banner at your own discretion.

For help or assistance sending this communication, contact our Customer Success Managers.



SIMPLE STEPS TO MITIGATE RISK RIGHT NOW

Implement distancing tactics

- Limit gym numbers to ensure distancing practices can be followed.
- Where possible, move equipment further apart to create a safer environment.
- Consider membership freezes or alternative flexibility options, as this will reduce cancellations.

Prepare for business interruption

- Every business needs to review its insurance cover – speak to your provider and seek more information on the government schemes available to help SMEs, if applicable.

Plan for the long-term

- Use this time to think ahead and strategise for your centre's growth and recovery. Speak to us for information on your long-term marketing.



FOR LEISURE PROFESSIONALS