

EMAIL SWIPE FILE

How to ensure your customers stay safe and informed while keeping your business running



**COVID
-19**

A special **FREE** report from Digital Upstart

EMAIL SWIPE FILE

How to Communicate with Your Customers and Clients During the Covid-19 Lockdown

I hope you're staying safe.

With the Covid-19 lockdown in place, the well-being of your staff and customers is obviously the number one priority.

However these restrictions have put a huge burden on businesses, many of whom can't afford to shut down for a week, let alone 3 months.

Pubs, bars, theatres, cafes and restaurants have seen a 90% drop in attendance... small shops and studios have closed... travel businesses (not just airlines, but AirBnBs, blogs, travel planners) have seen their income drop to £0, overnight... many tradesmen and women can't attend house calls...

No-one is immune from this crisis and businesses have been forced into an almost impossible position.

While the primary concern is the safety of staff and customers, there are also jobs and livelihoods at stake...

How can you keep staff and customers safe AND keep your business alive during these uncertain months?

And what should you tell your customers, many of whom (if not all), will be self-isolating for the next 3 months?

What's the right tone to take? Is it ok to keep selling goods or services during the lockdown?

It's a difficult balance but you can do this. To help guide you, we've put together this swipe file. It contains some of the best examples we've come across of

Covid-19 emails from businesses to customers. Each have responded to the crisis in a sensitive, enlightened and innovative way.

If you're struggling to find the right words or message to share with your customers I hope that these give you inspiration.

Burgess & Hall:

Rosamund Hall

Our Covid-19 Plans at Burgess & Hall Wines

To: Rosamund Hall, Paul Burgess, Bcc: Tommy Orme

Inbox - Yahoo! 17 March 2020 at 18:09

[Details](#)



Good evening wine lovers,

First of all, we want to thank all of you for your incredible support at this time - so many of you have reached out to us and it really is lovely and very much appreciated.

This email covers the following -

- We are open this week with reduced hours & a revised offering
- We are going to be doing local home deliveries
- We are releasing our 'Big Wine Hug' Wine List shortly
- We think you, our customers, are completely wonderful.

We want to update you on what we're doing in light of the most recent announcements regarding Covid-19. Firstly, Burgess & Hall Wines take this very seriously, and we're committed to doing everything to ensure the safety & wellbeing of our customers, suppliers, and indeed the wonderful winemakers and brewers that we work closely with.

Our priority at this time is to ensure that we can continue to supply you with delicious, carefully selected wines (and beers) but in as safe a way as possible. We're all going to be challenged in ways that none of us envisaged, so we really believe it's so important to remain as convivial and connected as we can - even if we have physical separation.

What are our immediate plans for the coming week?

We will be open this week from Thursday onwards with amended hours for you to be able to visit to buy wines & beer to take-away (full hours below). We will have a number of incredible, special offers available to you.

It is likely that we will be limiting and modifying our bar service. Customers will be encouraged to drink outside and our doors will remain open to maintain fresh, circulating air. Anyone inside will be encouraged to maintain their distance from other groups and we will not be handling any glassware without gloves. If you have a growler for beer or any other take-away receptacle, you can fill it up with us too. We will also be introducing a new local delivery service with more details on this to be announced very shortly.

If you can't make it down this week or if you would prefer not to visit, we will deliver locally. Just call us on 020 8519 9833 during our opening hours listed below.

What are our plans into the future?

No, we don't have a magical crystal ball, but we are doing all we can to make sure we get wonderful wines to your doorstep. We're currently writing our 'Big wine-hug' wine list - maybe not the catchiest of titles, but the wines on it are very special to us, and we believe will be just perfect to see you through any isolation times. Friendship and warmth has always been at the core of what we do and we always want you to feel like you're stepping into a big wine hug when you come and see us. So, with this in mind we'll be bringing this to your doorstep - minus the hug of course! We are finalising the logistics on this, so please be patient with us - but full details will be published on our website, sent to you via email, and advertised on the usual social media channels. We will of course adhere to the very strictest levels of hygiene when delivering to you, and deliveries will only ever be carried out by the Burgess & Hall team.

In addition, we will open the arch on a revised schedule for take-aways only, full details on these hours to be announced shortly.

What else?

Well, as we'll be a slightly different business to normal, you can hopefully expect lots of other ways to connect with us, wonderful things to distract you from the madness around you, and to help you feel like we're all still together and not isolated. Watch this space...

And finally...

Thank you again! We would be nothing without you, our customers. We value you more than you could possibly realise, and we hope that you'll stick with us during this time. We promise to do everything we can to make sure the wonderful wines & beers keep flowing, even if it's in the comfort of your own home.

With love
Rosamund & Paul

Burgess & Hall is a bar and wine shop in East London. They've only been open 3 years but they have a steady trade of local customers on weekends.

Their weekly emails are always very warm and friendly and they've kept the same tone going here. First and foremost they address what they're doing right

now to keep customers safe. They then talk about a service they'll be launching soon to deliver wine to people's doors.

This is a clever, thoughtful way to offer adapted service that takes into account the current restrictions and acknowledges that people might not be able to leave their houses.

8 Ball T-Shirts:

WORKING FROM HOME?

LIVEN UP YOUR VIDEO CHATS!

Video Conference Tees >

New Range Available Now!

NOT WEARING TROUSERS

(ON MUTE)

That's me with the hat, and the irony is that I am always "that" guy that mutes himself.

We thought that these could be something that would add a smile to the tedious teleconferencing lifestyle. Want one we don't have a design for? Just let us know and we will get it sorted.

This new world that we have woken up in is different, strange and so far, stressful. While we are making sure staff and families are sorted over the coming weeks, we have some big ideas on how to cure some of the boredom that may be ahead.

Stay safe 8Ballers, you are all in our thoughts.

Tim & Team 8Ball
xx

8 Ball T-Shirts sell funny t-shirts (as you may have guessed!) Their emails are normally very tongue in cheek and here they've come up with a clever, quick witted message that addresses a very specific change that's occurred as part of the current restrictions...

Almost everyone who has an office based job is now working from home! This means people are now regularly using video conferencing software like Zoom and Skype to have meetings and talk to colleagues.

While the tone is quite cheeky it doesn't feel like they're making light of the situation. They reassure readers that they're looking after all their staff and also express that they hope that all their customers stay safe.

Hermes:



A message from our CEO about COVID-19

Good Afternoon,

The interests of our customers, our people and our communities are at the centre of everything we do and this is particularly important during these challenging times.

With this in mind, we wanted to reach out and reassure you that we are putting in place a number of robust measures designed to make health and safety a top priority whilst still enabling people to send and receive parcels. We understand that deliveries to homes are not only convenient but could also prove to be a lifeline for many people and we take this responsibility extremely seriously.

So, we are making some changes to the way our couriers deliver parcels to offer 'contact-free delivery' right to everyone's doorsteps. These include:

- Asking customers to choose a safe place for deliveries. Anybody due to receive a parcel should visit the tracking section and choose 'divert' to select a safe place.

- If a safe place hasn't been chosen but there is somewhere safe to deliver the parcel, then couriers will leave it there, even when there is someone in the property. A photo will be taken and this will be included in the delivery notification email.

- For parcels requiring a signature, our couriers can temporarily do this on behalf of the customer to avoid unnecessary contact via hand-held devices. This will only happen when the customer opens the door and gives their name for security reasons. The courier will stay at least two steps away.

- If there is no safe place available, please be assured that we will always attempt delivery 3 times.

Finally, I want to thank you for your co-operation, understanding and patience during these uncertain times. It is down to your continued support that our fantastic parcel people are able to keep deliveries moving across the country. I hope this update will give those of you sending and receiving parcels through our network just 'one less thing' to worry about. We will continue to publish updates on our [website](#).

Stay safe and look out for those around you.

On behalf of everyone at Hermes,

Martijn De Lange
CEO, Hermes UK

Hermes is a well-known courier. While this email doesn't burst with personality it does do a solid job of reassuring readers that they are taking the situation very seriously and putting robust measures in place.

They go on to explain some of these measures in a clear way and then finish off with a friendly note at the end which shows that they're human. It's a good example of communication from a big corporation where you'd expect to see reassurance and stability.

Alejandra:



Hi Heloise,

I'm sending this email to say hello and check in with you and our community. I hope you are doing okay right now... though I feel like many are not.

I intended to write this email last week but felt so heavy and overwhelmed with everything going on... so I didn't. Staying in my shell felt like the safest thing to do.

Thank you to a loyal member of our community who wrote in recently and kindly asked me if I would consider sharing my thoughts reminding me that I am a source of calm in our community. You are appreciated. I needed that message to step outside my own pain and share. Thank you.

Before I dive in, I do want to say... if you need support for getting organized right now because you're isolated at home and have clutter that's getting in the way of a new normal, we're offering a [free 'support & accountability' group phone call next week on the topic of getting organized](#).

Anyone can join.

I'll start the call by sharing a quick powerful tool anyone can use for getting organized with a healthy mindset.

Then, I'll be live on the phone taking any organizing questions. I don't always have all the answers but I'll do my best to support you how I can.

The call will be 60 minutes. If you don't want to ask a question, you can simply listen to others ask their questions while listening to my response.

After the Q&A part, we'll do an accountability exercise as a group, on the phone, so each of us can move closer to our organizing goals.

[You can register here.](#)

NOTE: *I'd recommend registering sooner than later since there's a limited number of people that can dial in.*

Again, it's completely free and intended to help those who need help getting organized right now. Feel free to forward this email to a friend if you know someone that needs support.

Onward with the email...

There is so much to say... I'll start with gratitude.

I feel so grateful to everyone who is jeopardizing their own health to care for others or to help make sure we all have food, medications, gas in the car, up-to-date information, etc. – doctors, nurses, volunteers, clerks, staff at the grocery stores, truck drivers, government workers, news anchors & crews, and anyone else who is tirelessly working to keep things running amid the chaos.

My heart goes out to those who've become ill, their families, the doctors and medical staff, those who are in challenging situations that are heavily impacted financially, mentally, emotionally or physically.

Alejandra teaches people how to get organised. I haven't included her whole email here but hopefully you get the gist. It's a great example of an email that combines a really personal touch with a clever, thoughtful and practical free offering.

She starts with an emotional message and then offers a free support phone call about getting organised. It's important that this is free. If you were to launch a new product at a time like this it could be seen to be insensitive, or worse profiteering from the crisis. However, good free content will always be welcome – especially while many people are stuck at home. In the future this increased engagement may lead to a sale.

Live Streaming Pros:

----- Forwarded message -----
From: Luria Petrucci <support@livestreamingpros.com>
Date: Mon, 16 Mar 2020 at 18:20
Subject: 2 things we're doing to help you #coronavirus
To: heloise laight <heloise@canonburypublishing.com>

Yesterday, the realization hit home of how harsh the Coronavirus consequences are.

I mean, very close to home.

My mom. Each of my sisters. Hit HARD (or will be in the next few months).

I'm lucky. My business is already online and I already work in a self-contained environment.

But soooooo many people are having to transition and are going to be struggling.

So we decided we wanted to give back as much as we could. Here's what we're doing...

#1: Free Trainings!

Expect free trainings on how to QUICKLY transition from offline to online. How to connect on a deeper level with your customers and grow your audience.

The first LIVE is TODAY at 12 PM Pacific!

[#PositiveAction](#) How You RESPOND to Coronavirus as a Business!

How are you taking action and transitioning through this process? Let's talk about your options!

[Join here LIVE >](#)

#2: Special LIVE Coaching Next Week (Students Only)

Inside our coaching programs, we'll be doing a special coaching session next Tuesday at 10 AM Pacific!

This will be focused on helping you transition and stay positive throughout this craziness!

So if you have questions, concerns, ideas you want to run by someone, please mark that time on your calendar and I'll send more info soon!

BOTTOM LINE:

We're here for you. We want to help however we can.

We're about #PositiveAction not doubt or fear.

We got this!! :)

Luria

Live Streaming Pros a company that teaches you how to master live video on Social Media. I don't love Luria's tone at the start if I'm honest (I think it could have addressed the safety of customers up front). However it is consistent with their other emails and it does address the fear over lost income and business very well.

To that end they are offering free training for people that is tailored specifically for businesses in response to Coronavirus. It's a very smart message.

Digital Marketer:

from: Ryan Deiss <members@digitalmarketer.com>
to: heloise@canonburypublishing.com
date: Mar 18, 2020, 8:23 AM
subject: Lab is now free through the end of March

These are scary times...

There is hardly an aspect of our lives that COVID-19 has not touched, and businesses everywhere are, understandably, under stress.

Marketers, in particular, are feeling lost, and scarcity-mindedness (whether it's hoarding toilet paper or canceling ad budgets) seems to be ruling the day.

So instead of feeding the scarcity (which...let's face it...marketers are prone to do), at DigitalMarketer we have decided to do the **opposite**:

Effective immediately, [we are opening the doors to DigitalMarketer Lab](#) to anyone who wants access, totally free, from now until (at least) the end of March.
(NOTE: We reserve the right to extend if this threat is not under control by then.)

This is **not a free trial**, nor are there any upsells or upgrade offers in the funnel. We believe that now is the time to give, so we simply want to give freely of what we have.

For what it's worth, I know it isn't much.

I know marketing training can't heal the sick or hug the quarantined.

But if you're worried about your career, it can improve your prospects when normalcy returns...and we believe it will.

And if you're worried about your sales, it can get you ready to grow when the leads and customers return...and we believe they will.

And if you're just sick and tired of all the bad news on TV and social media, it can provide a healthy distraction until the media returns to its regularly-scheduled obnoxiousness...and make no mistake, they will.

So whatever your reason, I hope you'll [click here to join the largest and most generous community of marketers on planet Earth](#).

I mean that...I can't wait to meet you.

-Ryan



Ryan Deiss
Co-Founder & CEO
DigitalMarketer



This one comes from Ryan Deiss from Digital Marketer. They offer marketing advice to businesses on everything from Social Media advertising to SEO.

It addresses what's happening up front right away. He's concerned and empathetic without being too cutesy. He then makes an unbeatable offer where you can get access to all their premium content until the end of March. It shows good will and offers practical help to anyone who may struggle, workwise, as a result of this. It also gives them a chance to showcase their most popular products so it's a win win.

Takeaways from these different approaches:

We can't pretend this is not happening.

It's really important to lead with your concern for your customers and show respect for the measures in place. Acknowledge that they must be scared and worried for their loved ones and themselves.

If appropriate (for example if you have an offline business), show them what measures you've put in place to protect them and your staff.

Knowing your livelihood is at stake, for reasons completely out of your control, is absolutely terrifying. And recently I've seen some businesses share that with customers and say something to the effect of: "Our business is at risk, we need help!"

While this is completely understandable it's not the right message to put out. The priority for your customers and potential customers right now is staying safe. While they will have sympathy for businesses, there's a risk this could turn to ill will if they feel they're being pulled in different directions.

I hope the emails in this swipe file show that you can give people reassurance while also, if approached sensitively, offering services that address the new, difficult situation we all find ourselves in. One of the best ways to do that is to offer free training or access to paid for services which may then lead to custom in the future.

Here are a few different angles you could take:

If you need a few written prompts here are a some snippets we've put together for you. You're welcome to copy, paste and adapt these in any way you see fit:

Copy snippets:

- We know this is a difficult time and you must be worried, we want to help in any small way we can so here's what we're doing...
- The last thing you want is to be bombarded with marketing emails right now which is why we're only going to provide you with free content until this crisis is over...
- We just wanted to let you know that we are going to do our best to keep serving you during this difficult time. Here are the measures we've put in place to ensure your safety and the safety of our staff...
- How are you coping with everything? It feels like the world has turned upside down at the moment but we just wanted to touch base and let you know that we're still here if ever you need us. We've put a number of measures in places to ensure our staff and most importantly you, our customer, stay safe...
- Tired of being stuck indoors? We thought we'd put together a little digital care package for you to help you stay sane during this difficult times. This is a completely free download includes our very best [recipes / guides / insert relevant content here] anyou can access it simply by clicking on this link...
- Ok, it looks like we're in this for the long haul. I hope you and your loved ones are staying safe. I just wanted to let you know that we are right here if ever you need us. You contact as any time between [insert hours and days] either by email here: [insert email] or by telephoning us on [insert telephone]

I hope you found this report useful.

Remember, you know your customers best so write to them honestly and with warmth and concern and in your own house style.

People have a lot more time on their hands right now. Some are understandably feeling anxious and confused... others are settling into the social distancing and may be feeling bored or a bit stir crazy. Most of us will be sitting somewhere in-between.

We are all in this together and a thoughtful message from a business they know and trust to let them know that they are they for them will be a welcome respite.