Merchant Marketing

Best Practices Checklist

Consumers are undoubtedly affected by the first global pandemic the world has seen in this decade. Out of necessity, their behavior has been reshaped by fears, financial pressure, and self-isolation. Consumers are valuing brands that are genuinely trying to help, but also, they are punishing the ones that come across as opportunistic. **"71% of consumers say that brands that put profits over people during COVID-19 will lose their trust forever".[1]**

This is the time to connect to the community addressing this issue with a sense of tact and being mindful. Driving empathetic marketing campaigns and being close to your clients, has never been as critical as today.

Source: Edelman Trust Barometer 2020 (Global)

TOP 10 Actions to Immediately do Smart & Responsible Marketing

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☐ **1. Adjust your marketing campaigns** and reinforce consumer confidence through transparency and context sensitivity, letting your customers know what you're doing to support them. Decide what should be paused and what to prioritize.

☐ **2. Evaluate the visuals** you use and avoid pictures or footage of people working together in offices, social gatherings or grandparents with children.

☐ **3. Use empathic language and be positive.** Be mindful of using messages that may sound alarmist. Pay attention to subject lines, social posts, content, taglines and blogs.

☐ **4. Be mindful for the consumer experience,** it can become a powerful brand communicator for good or for bad.

- For eCommerce, ensure there are good authorization rates and fraud management practices applied, before communicating broadly.
- For Face to Face, ensure contactless transactions are accepted, the POS terminal is consumer facing and well signalized, so there is minimum contact between the client and cashier.

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- [ ] **5. Coordinate email and branch communications** without spamming clients. Assure your customers you are doing everything to enable them to navigate this critical situation.

- [ ] **6. Provide website updates and information.** Communicate the measures you are taking to protect customers and employees and maintain two-way communication responding as quickly as possible through different channels.

- [ ] **7.** As you communicate, make sure you start small and **track consumer sentiment** before expanding the messages.

- [ ] **8. Increase your social media presence.** Consumers are already spending lots of time on social media, so there is no better time to communicate new offer deals and new payment methods to make them feel you care for them and their safety.

- [ ] **9. Capitalize the eCommerce opportunity.** Invest on implementing an **omnichannel digital marketing strategy,** with consistently aligned messaging and customer experiences across channels.

- [ ] **10. Use market insights** and adjust your marketing plans to promote safest behaviors: buying online, contactless and real-time payments

Visa is here to help you

Contact your Visa account executive to learn how the Visa Marketing Services team can help understand the consumer behavior shift, identify opportunities to maximize your revenues and enhance your communication with your clients. We can help you by:

- Understanding the new consumer habits
- Identifying opportunities to maximize your revenues
- Enhancing your go to market with our Marketing services and toolkits
- Boosting customer loyalty and product positioning

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