

# SOCIAL DISTANCE SELLING



DIGITAL TRANSFORMATION IS **YEARS** AWAY. I DON'T SEE OUR COMPANY HAVING TO CHANGE ANY TIME SOON.



COVID-19

TOM  
FISH  
BURNE

# CURRENT MEDIA OUTLOOK

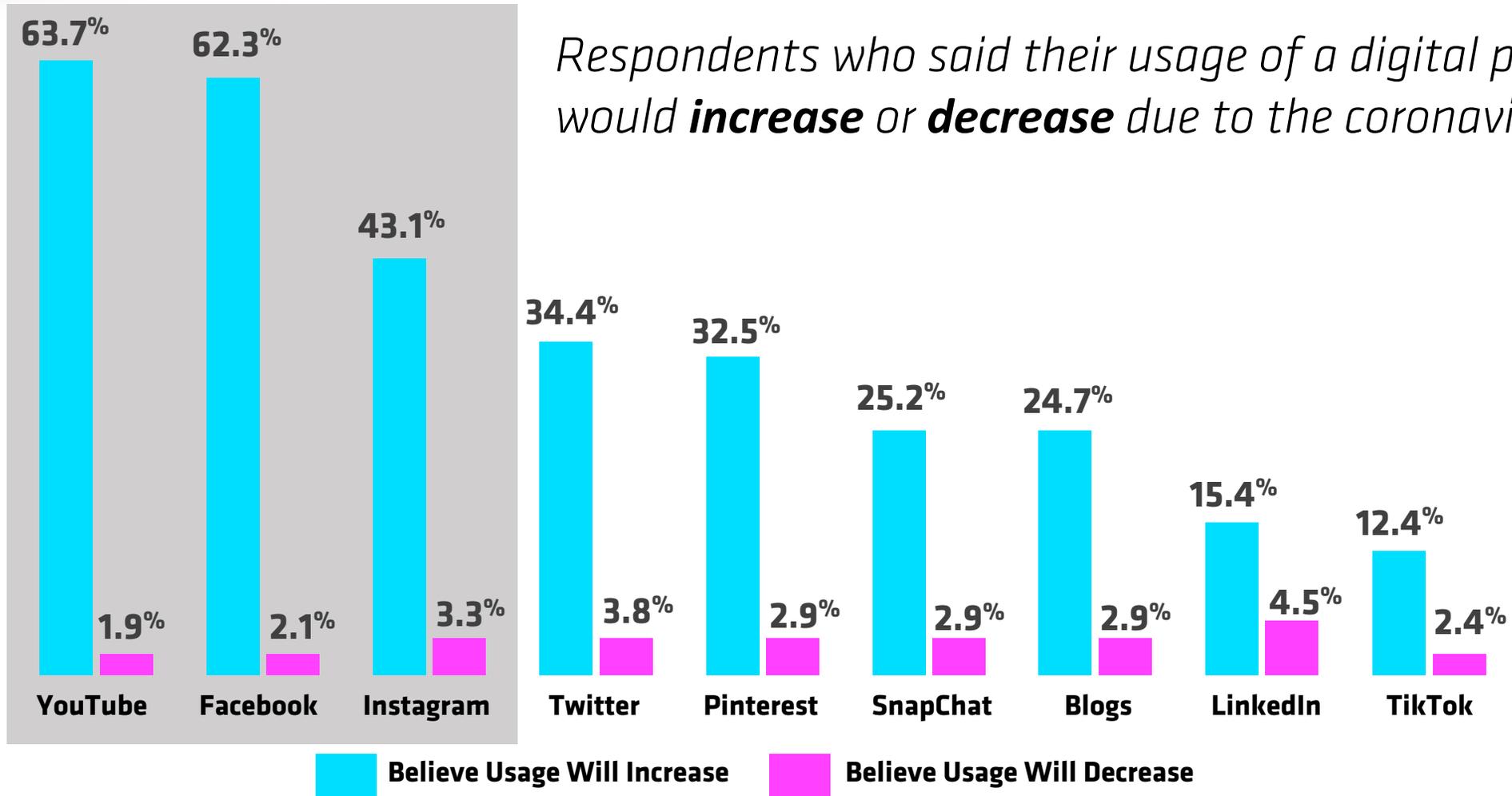
Readers are spending **46%** more time on news sites

Social Media usage is up **double digits**  
in the last 2 weeks

There is a **20%** increase in TV viewership

(Traditional, Linear and Streaming)

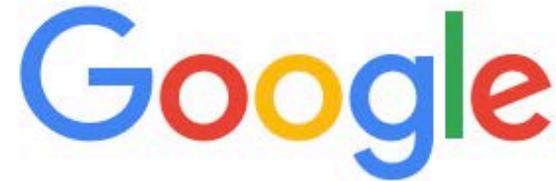
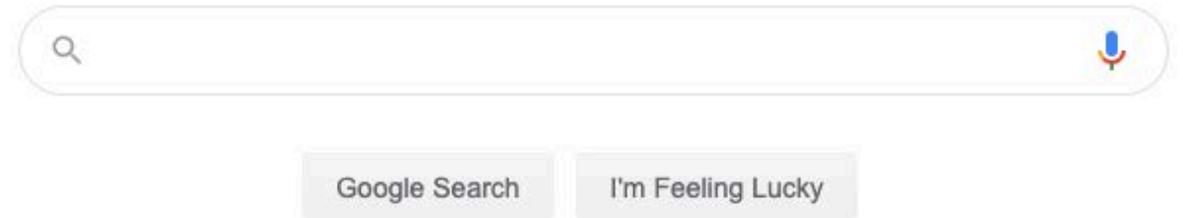
# WHAT'S CHANGED?



# WHAT'S CHANGED? (SEARCH)

## The Good News

- Google search ad CTRs have increased by **10%**
- Google search ad CPCs have decreased by **15%**
- Possible Consideration For You:  
“**Is \_\_\_ Open Today**”, “**Will \_\_\_ Be Open Tomorrow**”

The Google logo is displayed in its standard multi-colored font (blue, red, yellow, green, red).

# GOOGLE SHOPPING DETAILS



Merchant Center



Smart Shopping campaigns



Search Ads



Shopping Actions



Local inventory ads



Manufacturer Center



Shopping campaigns with partners

## Set up your Merchant Center account

Make your store and product info available to shoppers across Google. In the EEA and Switzerland, Merchant Center can be used with any Comparison Shopping Service (CSS) you work with. You can find a list of CSS partners here.

[Get started](#)

1

### 1. Create an account

Once you have an account open, verify important details like your business and contact information.

2

### 2. Upload your products

Prepare your product info to submit through a feed.

3

### 3. Show your products across Google

Opt your product data into programs, like surfaces across Google, Shopping ads, local inventory ads and Shopping Actions, to highlight your products to shoppers across Google.

# SHOPPERS APPROVE MOST OF BRANDS WHO ARE PERCEIVED TO HELP

Brands providing practical information/tips which help people to deal with the situation



Brands running advertising which shows how they are responding to coronavirus or helping customers



Brands contacting customers (e.g. via email) to let them know how they are responding to coronavirus



Brands providing funny/light-hearted videos or content to entertain people



Brands suspending their normal factory production to help produce essential supplies



Brands running promotions/offers/loyalty perks for customers



Brands continuing to sell non-essential products via their website



Brands running “normal” advertising campaigns (unrelated to the current situation)



Strongly Approve Somewhat Approve

**“Normal” Advertising Is The Only One To See Disapproval Ratings Climb Towards 20%**

eMarketer 2020

# WHAT CAN WE DO?

## **REACH YOUR CUSTOMER WHEN THEY CAN'T PHYSICALLY REACH YOU:**

- Website Updates
- Live Chat, Virtual Tours, FaceTime & Zoom
- Email, Direct Mail & Telephone Calls
- Relevant Social & Digital Advertising
- Facebook & Instagram Live Events
- YouTube Videos

# CONFIDENCE > URGENCY

- Delivery Is Safe & Convenient
- How Can We Be Hassle-free
- Consultation Available (In Person Or Virtually)
- Be Proactive, Address Issues Head-on And Stay Positive

Sales is at its best when **helping customers to succeed**.  
Now more than ever your priority should be **supporting your customers**, not trying to make a sale.

# BEST PRACTICES FOR BACK TO BUSINESS

## EMPLOYEES

- ❑ Maintain hand washing, social distancing, and other applicable personal hygiene measures while at work.
- ❑ Encourage staying home when they are experiencing symptoms / incentivize this by providing paid sick leave.
- ❑ Regularly monitor for sick employees and encourage self-quarantine for other employees they may have encountered.

## SHOPPERS

- ❑ Encourage them to research online, remote consultations to limit physical interaction in store.
- ❑ Provide them with protective items when entering store including hand sanitizers, wipes, shoe covers, masks, gloves, etc.
- ❑ Limit their physical interaction with RSAs by avoiding handshakes, unnecessary handling of demo materials, and by being mindful at checkout.
- ❑ Limit their physical interaction with other shoppers by setting appointments online, limiting the number of shoppers in each area, and/or adopting early shopping hours for elderly.

## SURFACES

- ❑ Leverage disposable covers for mattresses and pillows and discard after each use.
- ❑ Disinfect all high-touch items (mattress, pillow, POP, remotes, door handles, phones, desks, bathrooms, etc.) between each use based on CDC guidelines and testing for colorfastness conducted by our R&D team.
- ❑ Conduct daily deep cleaning across store from “over and above” cleaning crew, which would include dry cleaning/washing Tempur-Pedic covers.
- ❑ Develop and follow a specific visit-by-visit/hour-by-hour cleaning checklists.

## DELIVERY

- ❑ Follow “EMPLOYEE” guidance noted on this slide. Plus...
- ❑ Include hand sanitizer in delivery trucks and encourage use before and after each delivery.
- ❑ Provide multiple pairs of booties and encourage them to discard after each delivery.
- ❑ Require threshold-only delivery in the short term (door or garage drop off).
- ❑ Suspend mattress exchanges in the short term (long term guidance TBD).