

Responding to the coronavirus: For Retail advertisers

The novel coronavirus outbreak, also known as COVID-19, has severely affected supply chain and logistics networks as well as retail footfall, with a knock-on effect on local economies. Facebook is committed to supporting the agencies responding to this public health emergency and guiding businesses on ways to stay connected to customers during this challenging time. In recognition of the impact on the retail industry we have launched a focused effort to provide guidance to retail businesses like yours. In this document, you'll find strategies and tools to help you communicate in the right way with your customers.



FACEBOOK

01

Keep yourself safe and informed

Stay up to date on the situation by monitoring official sources like WHO and your local government health department. It's important to stay informed of any developments so you can respond quickly to changes that may affect you or your business.

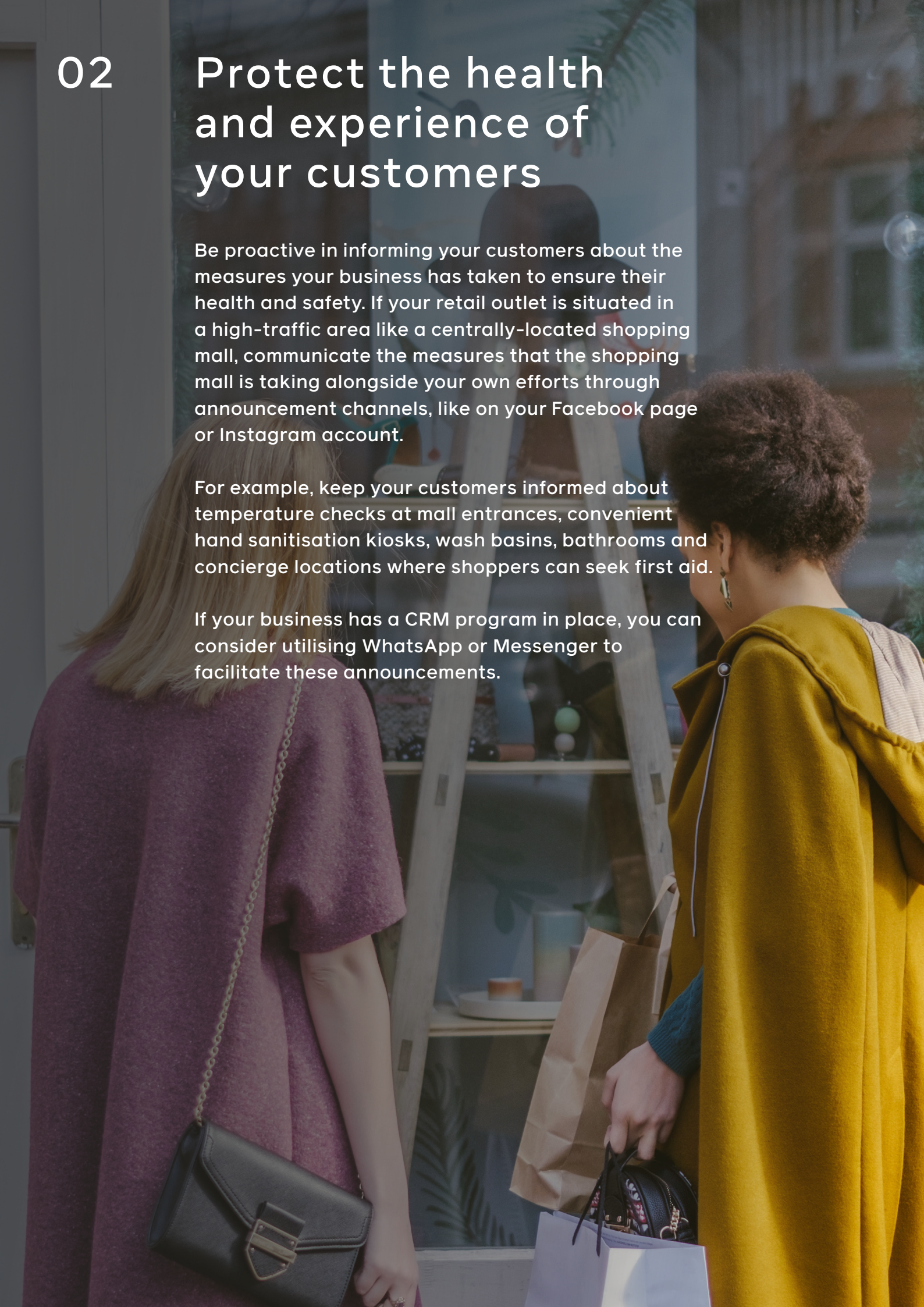


Protect the health and experience of your customers

Be proactive in informing your customers about the measures your business has taken to ensure their health and safety. If your retail outlet is situated in a high-traffic area like a centrally-located shopping mall, communicate the measures that the shopping mall is taking alongside your own efforts through announcement channels, like on your Facebook page or Instagram account.

For example, keep your customers informed about temperature checks at mall entrances, convenient hand sanitisation kiosks, wash basins, bathrooms and concierge locations where shoppers can seek first aid.

If your business has a CRM program in place, you can consider utilising WhatsApp or Messenger to facilitate these announcements.



03 Offer alternative business avenues



If your business has the resources to support alternative avenues, consider activating an Ecommerce solution, or utilising resources such as [Facebook Live](#) to feature and sell your goods and services. Retail businesses can also consider leveraging on [Facebook Shop](#) to list their products and easily organise a catalogue of items. The interactive nature of these tools allow for greater communication, transparency and helps generate interest and traction.

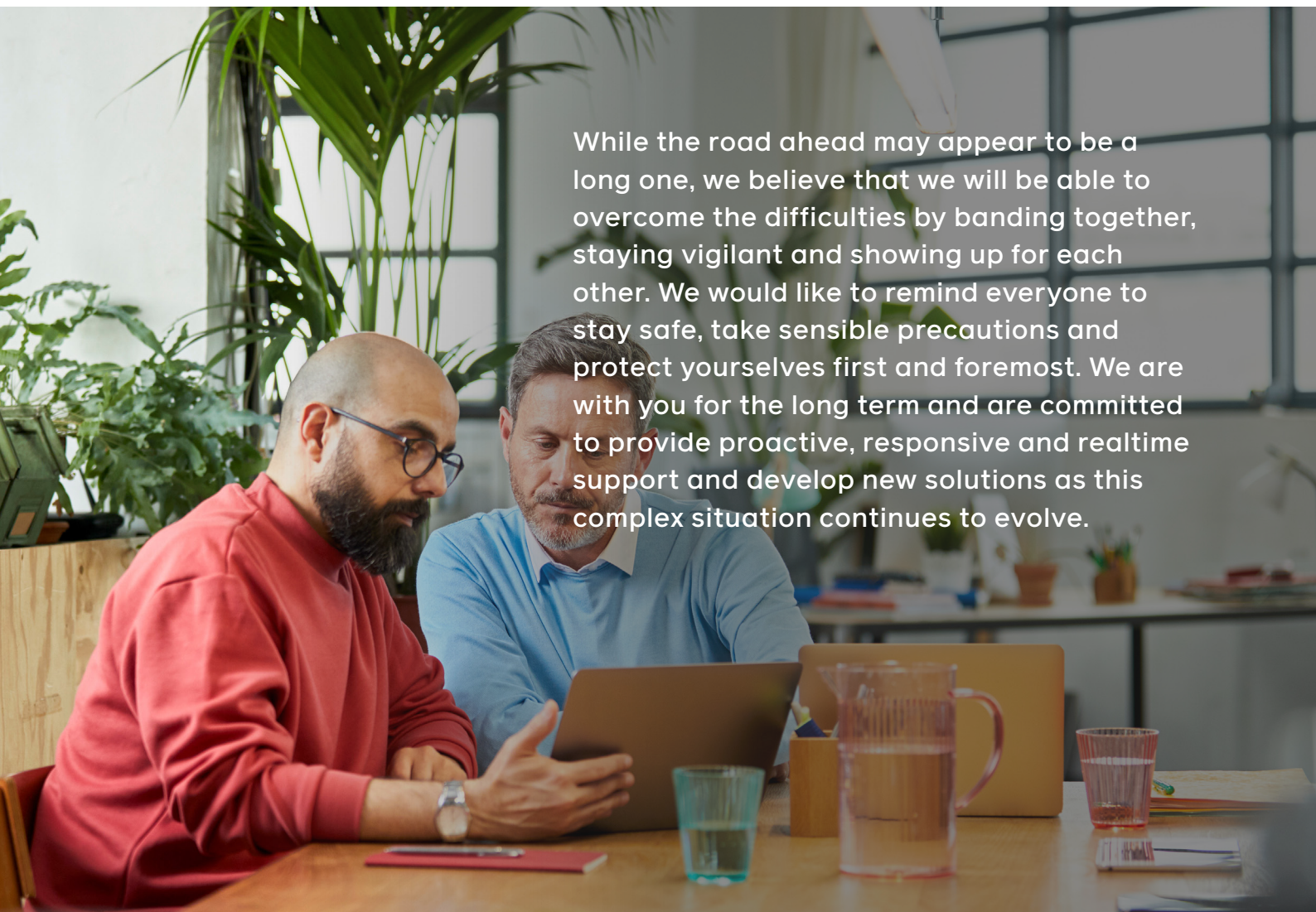
You can also consider leveraging Dynamic Ads as a solution to match your customers' needs to the most relevant and available products in your online catalogue, or utilise Collaborative Ads to reach out to consumers and drive sales to a partner Ecommerce site.

04 Leverage technology to improve efficiency

To reduce contact points on shared surfaces in retail stores, businesses can consider activating self-checkout kiosks or virtual payments. These measures can help reduce physical interaction, allowing customers to pay with mobile services instead of handing cash or credit cards to checkout staff.

[This article](#) provides more information on the survival rate of viruses outside of a human body on different types of surfaces and environments.

Making sure that your businesses communicates these measures clearly to customers is paramount in reassuring the public that you are committed to their health and safety. By placing a banner announcement on your website, sending an eDM and posting on your social channels, you can keep your customers in the loop and foster a safe environment and open line of communication.



While the road ahead may appear to be a long one, we believe that we will be able to overcome the difficulties by banding together, staying vigilant and showing up for each other. We would like to remind everyone to stay safe, take sensible precautions and protect yourselves first and foremost. We are with you for the long term and are committed to provide proactive, responsive and realtime support and develop new solutions as this complex situation continues to evolve.