

COVID-19 Fact Sheet

Getting information to your customers and community



During times of uncertainty, it's important to communicate with your customers and community in a measured and informative way. Many companies will be sending huge amounts of information on how they are planning to work through this time but remember that your customers will be most interested in reading about meaningful information which will affect them.

Getting the message to your customers

Think about the various ways in which you can contact your customers, including:

- Accessing contact details for customers who have ordered from you previously, either to send them a text message or email. Could you call people who you know to be regular customers advising that their regular products are in and ready for you to deliver?
- Social media where you can post and communicate to many people at the same time
- Contact your local and regional press about new initiatives you've put in place to support your customers and community
- E-newsletters with any offers or services that will be particularly helpful at this time
- Online videos to engage, entertain and educate. These could include recipe tutorials, waste not tips, storage advice and pairing suggestions
- Local community groups which send newsletters or spread useful information by word of mouth

Supporting your community

If you do decide to send a message, think about your wording. Explain exactly what you are offering in a concise way:

- Have you brought in a new delivery service or perhaps a way for customers to easily collect their goods?
- If you are working with the local community, you could offer to get people together with the aim of collecting their products from you, as well as those for vulnerable people nearby

When considering how you can best serve your community, think about what the customers really need now. We spoke to a cheesemonger recently who has started to stock other basics, including loo roll and bread so that everybody has access to the basic goods they need.

It is important to remember that your customers will want to stand by you at this time and you need to encourage them to do so. If you need any advice or would like to have more information from a like-minded producer on how to work together, please contact support@gff.co.uk