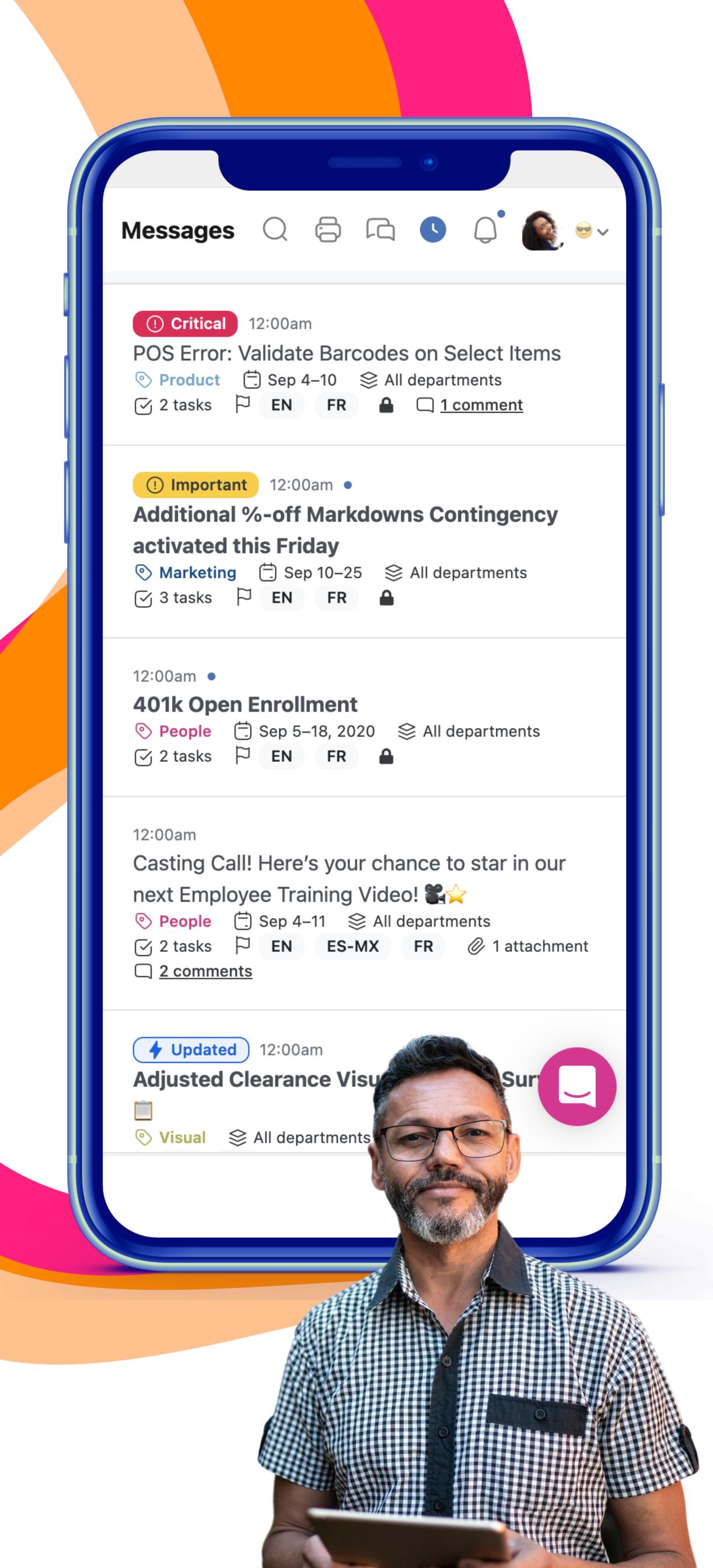
Anatomy of an Effective Communication to Stores

How to write a great message



Send communications only to the people impacted

Targeting

Timing Send when it's

timely – not too early or too far out

Style

make the message pop Use videos to show

Use images and/or gifs to

behaviors and illustrate what "good" looks like

Use tables to organize

information and break up the flow

Content

Use a compelling title to

pique the reader's interest and inspire action

the relevant ones - in a clear and concise way Be specific about what's

Present details – and only

expected of stores List tasks clearly and break

them into manageable, bite-sized pieces Include the "why" so

store teams understand the importance of your message and how it impacts the business

A "just okay" message

Breaking down messages to stores

Congratulations! On Wednesday,

10/16, your store will launch a

Buy Online, Pick Up In-Store

new Buy Online Pick Up In-Store program, where customers can buy items online and conveniently pick them up in your store. A kick-off call will be scheduled

designate another store leader to participate. **Marketing Materials** New shopping totes and marketing

sometime before your go-live

date. If you're unable to attend,

Thursday 10/10; once received hold them off the sales floor until the

night of Tuesday, 10/15. Training To ensure your store is ready to fulfill customer orders on

10/16, have every associate and

leader complete the Buy Online

Your mobile devices will also

incoming orders and customer

receive a new app to track

pick up activity. Place your

elements are expected to arrive by

Pick Up In-Store training by Tuesday, 10/15.

Technology

mobile devices on the charger at store closing to ensure the app downloads appropriately and are ready for use on Wednesday, 10/16.

While this sentence explains the "what," we're missing the "why." Include more context

reader's interest.

Try a more engaging title to

inspire action and pique your

around how this program will benefit customers and, ultimately, the business. Include more details. Add a

understands why it's important to attend and what will be covered during the call. Offer more direction around what stores should do with

the materials after 10/15. The

materials are set up before

assumption is that the marketing

call date (or at least the week)

and an agenda, so the reader

launch, but the less you leave up for interpretation, the better! Setting expectations around training is great, but stores need more information to complete

successfully. What materials

should training sessions be? Is

should be used? How long

payroll funding provided?

You could also include more

info around when stores

can expect the software

update, note any device health and maintenance tips, and/or provide any applicable training.

A fantastic message

This message does a wonderful job explaining the expectations and program

benefits, while making it easy for stores to execute. Also, remember that

"longer" doesn't equal "better." This one works because it simply provides the

right level of detail for this audience.

Buy Online Pickup In-Store Engaging title with visual elements to help draw the Launches 10/16! readers attention. Let's Get Ready to Pick Up! Starting Wednesday, 10/16, customers will be able

Pickup In-Store? In a world where customers are always on the go and every minute matters, it's

Why Buy Online

Kick-Off Call

important that we continue to remove barriers from the shopping experience and help them find the items they want when they want it. With Buy Online Pick Up In-Store, customers can have confidence that the items they want will be there when they arrive while giving them another great reason to visit us.

to buy items online and pick them up in

to prep for a successful launch:

your store. Here's what you need to know

of the new Buy Online Pick Up In-Store program. During this live webinar, we'll provide program details, review training resources and have plenty of time for Q&A - so start jotting down your

Tune in on Tuesday, 10/1 for an overview

Supplies & Marketing New shopping totes will be sent to your store to support the launch along with marketing materials the week of 9/30.

questions now, you won't want to miss it!

Once received, hold these items off the sales floor until further notice; additional visual direction will be provided closer to the program launch date.

Technology Support A new app will be sent to your devices to help manage incoming orders and customer pick up activity. Ensure all mobile devices are on the charger at store closing on Tuesday, 10/16 so your app is ready to use on launch day.

raining information regarding the app

will be covered during the Buy Online

Pick Up In Store kick-off call. **Questions? Contact**

BOPIS@<yourbrandname>.com.

Clearly outlines how this

customer experience and

initiative impacts the

overall business.

Includes what will be

covered during the call so

the reader doesn't have to

guess if the agenda will be

relevant to them.

Provides specific details and timing information.

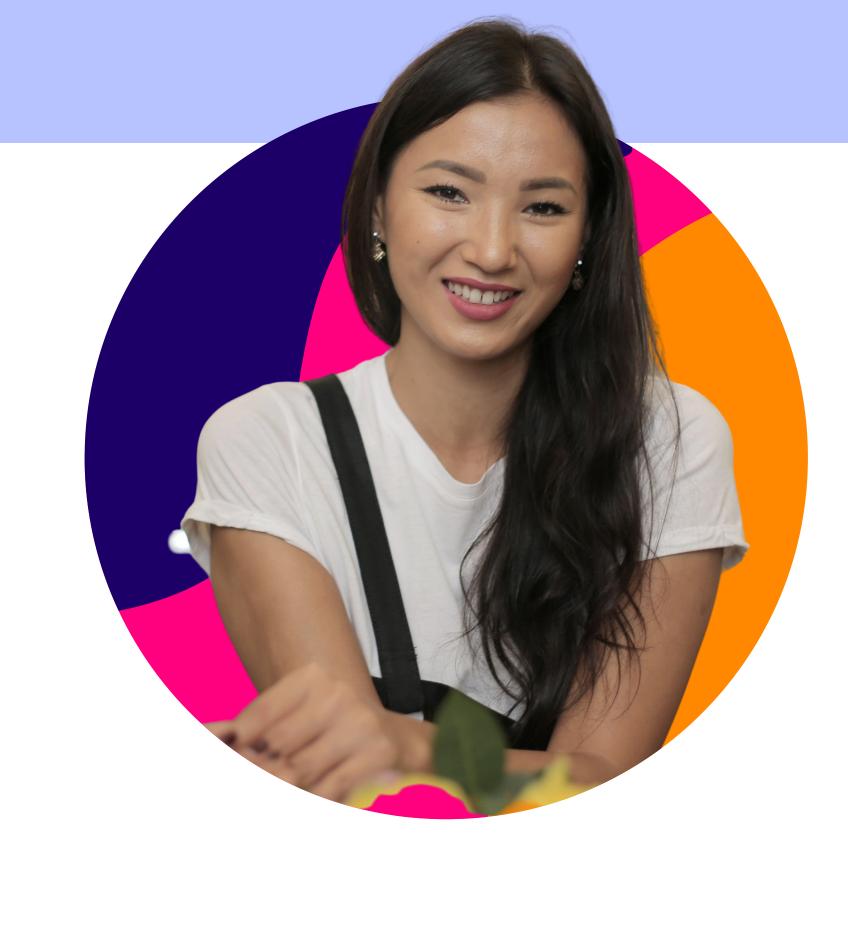
Gives clear direction and

informs the reader when to

expect further information.

Creates a feedback loop, ensuring readers can ask questions and get the

clarification they need.



To learn more, request a demo today

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