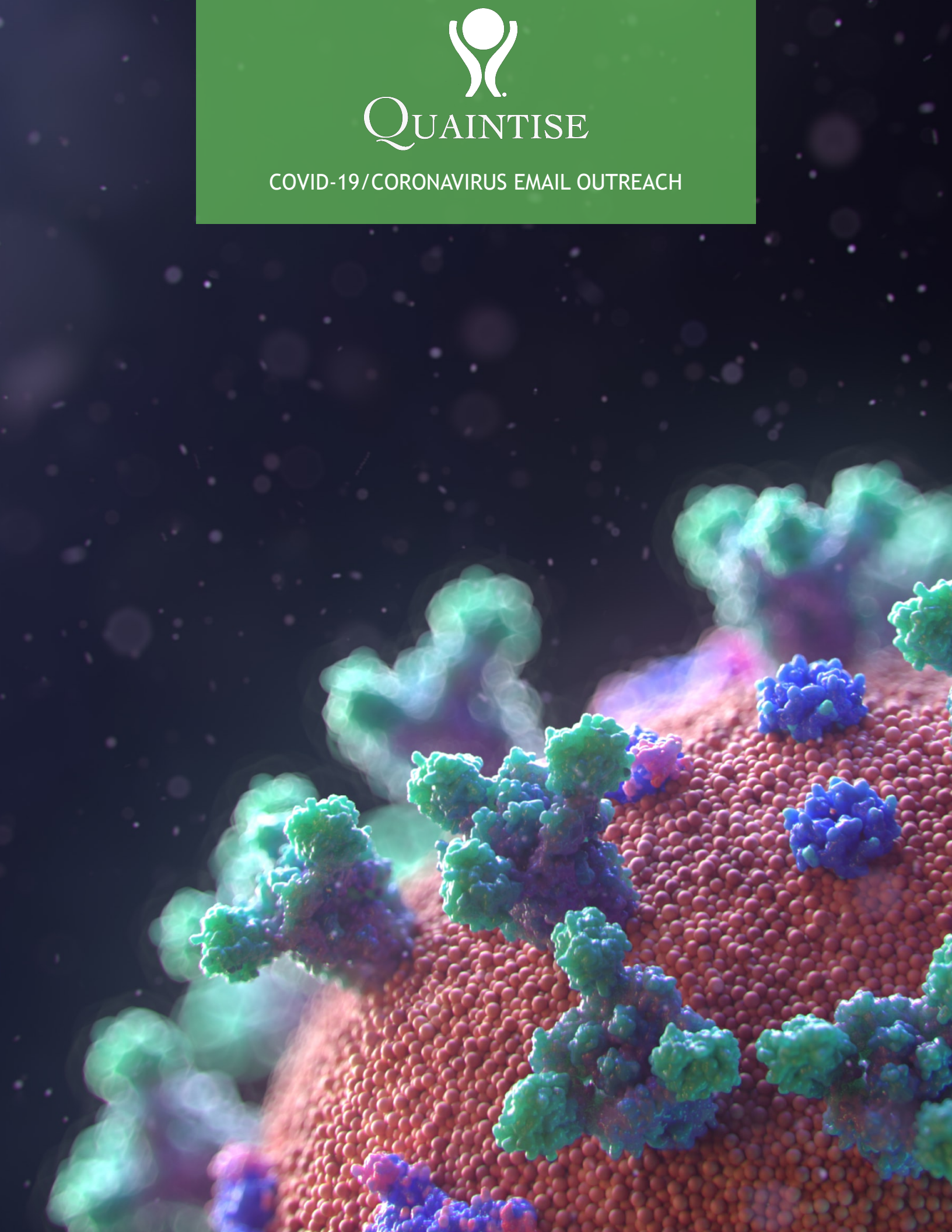




QUAINTISE

COVID-19/CORONAVIRUS EMAIL OUTREACH



The coronavirus outbreak has brought many U.S. businesses to a halt. The federal, state, and local precautions taken in order to slow the spread of the virus have impacted nearly every individual, company, and organization. Health and wellness retailers and healthcare providers face unique challenges as they strive to continue providing critical services and products during this difficult time.

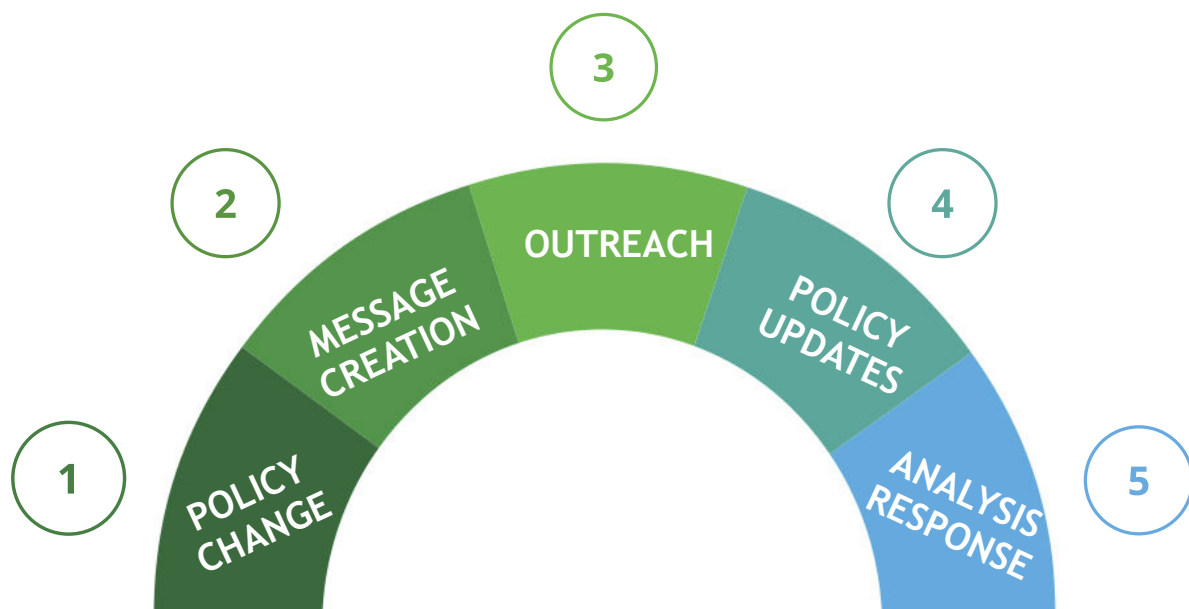
If you're a health-related business or organization impacted by COVID-19, it's important to maintain open lines of communication with your patients or customers. One of your first steps should be sending out an email with critical details about the impact of the virus on your services. This is an effective way to provide information while also calming fear and anxiety.

Use the following template to put together an informative and thorough strategy to communicate with your patients and customers.

Looking for more Crisis Communications tips on how to deal with the coronavirus?

[READ MORE](#)

EMAIL STRATEGY



FORMAT

KEEP IT SIMPLE — Write clear and simple sentences. Avoid using medical jargon when it comes to talking about the virus or your protocols.

KEEP IT SHORT — Get to the point quickly. Don't use run on sentences. If you need to include more information, include links that direct readers to landing pages on your website or trusted expert websites.

KEEP IT MEMORABLE — Make the content skimmable with headings and bullet points. Avoid long, multi-paragraph email messaging.

KEEP IT CLEAR — Write in a larger font, especially if you have an older audience. This makes the email easier to read, which for the elderly, is essential when it comes to following important guidelines that directly affects their health.

CONTENT

SUBJECT LINE — Start with a clear and concise headline. Keep it between 41 characters (portrait view on an iPhone) to 70 characters for Gmail. Also include COVID-19 and/or Coronavirus.

BODY — Make it clear that you have a plan and that their safety is your top priority. Share that plan by way of a bulleted list — or better — an infographic which details what you're doing to comply with evolving federal and state mandates, how you're dealing with virus, and how your services are being affected.

Close with a reassuring message from a well-known senior executive (preferably the company's CEO or executive director), and offer any additional information from reliable, expert sources.

EMAIL BEST PRACTICES

KNOW YOUR AUDIENCE — Your email will perform better if your audience is used to receiving email messages from you on a regular basis. Personalize the content by including their name and other relevant, customizable information.

DESIGN — Opt for a one-column, letter-like email with basic visual design (think borders, spacers, etc.). Keep in mind the serious tone of the message and reflect that through a mobile-optimized message.

SEND — The best send data would be based on your previous sends. If you don't have send data, try to send early in the morning (6 a.m.) or between 7 and 10 p.m. Avoid weekends and the middle of the workday.

SUBJECT

What's the #1 thing your audience wants to know about your business + COVID-19?

BODY

ADDRESS THE ISSUE – Address the subject line in more detail. Sympathize with the known issues your audience is experiencing and reassure them you're doing all that you can to help alleviate their pain points.

BUSINESS OPERATION CHANGES – List out how your business or services are changing in response to:

- Evolving state/federal mandates

- New information related to the spread of the virus

- The protection of your customers/patients – especially those that are the most impacted

- The protection of your employees

RESOURCES – Dedicated business web page where you're sharing updates related to business operations related to COVID-19

Business social media platforms where you're sharing posts related to business operations related to COVID-19

3rd party reliable sources you're following for the latest, or most helpful, COVID-19 news that is helping you base business decisions on. This could include government organizations, state officials, healthcare professionals, etc.

MISSION STATEMENT – Connect your commitment to the greater good back to your brand/business' mission statement.

SIGNATURE

[Senior Executive Signature]

[Senior Executive Title]

SUBJECT

Our Commitment to You: How We're Handling COVID-19

BODY

Like you, we've been closely monitoring the situation with coronavirus/COVID-19 as it evolves. We want to assure you that we are here to help during this difficult time. Here are some of the proactive steps we have taken in order to keep our commitment to you while protecting the health and safety of every customer and employee:

1. We are following CDC guidelines for sanitizing and disinfecting. Wipes and hand sanitizers are available to all who enter our facility, and we've implemented a rigorous schedule that involves frequent cleaning throughout the day.
2. We are offering the following services for all applicable appointments to help protect both our patients and our staff. Elective procedures and non-urgent appointments have been rescheduled to a later date.
3. We have changed our hours to provide ample time for our staff to restock as needed. Special hours are available exclusively to seniors in order to provide a safer environment for those who are most at risk of complications due to COVID-19.
4. Purchase limits have been implemented on certain in-demand products to ensure that all customers have the opportunity to obtain these important items.
5. We are taking steps to protect our team of employees by eliminating travel, limiting meetings, and providing paid sick time for staff members.

This is a challenging time for us all, but please know that we remain deeply committed to your safety and your health. You remain our top priority, and we want to make sure you have access to the services you require during this time.

We will continue to provide updates as needed as this situation evolves both via email and on our website [insert link here]. To learn more about coronavirus/COVID-19 and to stay on top of updates concerning the outbreak, we recommend the following trusted sources:

- [Centers for Disease Control and Prevention \(CDC\)](#)
- [World Health Organization \(WHO\)](#)

On behalf of our entire team, thank you for doing your part to keep our community safe.