

# MEMBER NEWS

Preble County Recovery Edition 51

## Special Webinar Opportunity



Bureau of Workers' Compensation

BWC is hosting a “**Selling Safety**” webinar on Thursday, June 4, (1 to 2 p.m.) The webinar will outline ways to convince top management to embrace safety and resources to measure your safety culture. This webinar will be instructed by Cari Gray, CSP, a safety consultant in BWC’s Canton Service Office. Additional information, including registration instructions, can be found [HERE](#). For more information or assistance when registering, contact BWC’s Kaylee Blevings at [Kaylee.b.1@bwc.state.oh.us](mailto:Kaylee.b.1@bwc.state.oh.us).

## BWC due dates extended

**BWC extends premium due date until Sept. 1** — Last week, it was announced the Ohio Bureau of Workers' Compensation (BWC) is deferring the due date for employers to pay their June, July, and August premium installments until Sept. 1.

BWC Administrator/CEO Stephanie McCloud noted the deferral is the second deadline extension given to employers since COVID-19 emerged in Ohio in March. “We’ve said since the beginning of this pandemic we would do our best to relieve the financial pressures employers are facing in this unprecedented time,” said Administrator McCloud. “This is our latest step, and I’m grateful to Ohio’s employer community, our stakeholders, and our staff for putting us in a strong position to help.”

Among several actions to help the business community’s bottom line, BWC sent Ohio’s private and public employers nearly \$1.6 billion in dividends in late April thanks to strong investment returns, declining injury claims, and other costs savings. The agency is also sending at least 2 million face coverings to employers and their workforce to weaken the spread of the coronavirus under its [Protecting Ohio’s Workforce — We’ve Got You Covered](#) plan. For more on BWC as it relates to COVID-19, visit [bwc.ohio.gov](http://bwc.ohio.gov) or email [BWCCOVID19@bwc.state.oh.us](mailto:BWCCOVID19@bwc.state.oh.us).

## Monday Marketing Moment: 3 Common COVID Personalities & How to Market to Them

People handle challenges in different ways and this pandemic is no exception. While your business may target a particular demographic, it's likely this demographic has split since COVID19. You now have people who while they may fall into the same age group, income bracket, gender, geographical region or other similar characteristics, their reaction to the coronavirus may differ greatly. As things begin to open up, it's essential that you understand the personalities you're dealing with and how best to market to them.



### 3 Common COVID Personalities

When we refer to “COVID personalities” what we're talking about is an individual's reaction to the virus. Not the physical one but the mental one. People are dealing with this illness in very different ways. And these attitudes will affect your ability to market and sell to them.

While some of the details behind these personalities may seem a little tongue in cheek, it's important to understand their concerns if you want them to buy from you. The converse is true as well. If you don't want this type of persona to buy from you then you'll learn what to say to make your business less appealing.

So, while at first glance this may seem like a funny article, a buyer’s reaction to the pandemic will fuel (or squelch) their desire to buy from you.

### Personality 1: Don't tread on me.

There are many people out there who are currently displeased with government due to the business closure that began earlier this spring. They disapprove of

government intervention and hate being told to do things they see as personal choices like wearing masks. If you cite health reasons and protection, they will remind you of the statistics and how many people recover from this illness.

If these are your customers, you will need to walk a fine line between following local health ordinances and not making these people feel like they're being ordered around. Business owners who want to appeal to this persona are taking a casual approach to things like mask wearing. They're inviting customers who would like to wear a mask to wear one as well as welcoming those who don't want to wear them.

### Personality 2: Don't breathe on me.

These customers take social distancing very seriously. They will turn around and avoid going down an aisle if there's another human in it. They wear their masks religiously and avoid interaction with people as much as possible. They may ask your staff to touch things so that they don't have to.

Marketing to these customers requires in-depth explanations of how you are keeping them--as well as your staff--safe. These people will call your business and want to know what you're doing before patronizing you. So do your best to get the message out there on your own through social media and your website. Be ready with specifics. They'll want to see images and wait times.

### Personality 3: Don't make it any harder on me.

This is probably where most of your customers are right now. They don't mind practicing social distancing, but they also aren't ready to join massive protests. They're trying to exercise caution while still enjoying themselves.

To reach this group you want to communicate what you're doing, how easy it is to purchase from you, any expectations on how you've changed business operations, and any updated hours or things that are limited in their availability. This middle group could easily become one of the first two personalities if statistics change greatly over the next few months. That's why if you want them to continue to be customers you need to keep up strong communications.

These are strange times we're navigating. People are reacting very differently to them. While tailoring your marketing has always been important, it's extremely so now. People no longer walk into businesses without questions. There are so many things they're curious about. Your social media marketing--both paid and unpaid--should be working to reach these segments by giving them the information they need.

Doing business with a company has gotten a little bit harder with COVID-19. But many of us want to begin purchasing goods and services again. **Making sure you're sending out the right message is the best way to attract customers to your business instead of them turning to the competition.**

Source: Chamber Pros/Christina R. Metcalf



For additional resources, visit [WWW.PREBLECOUNTYOHIО.COM](http://WWW.PREBLECOUNTYOHIО.COM)