



# Get 'em , Keep 'em

## Customer Attraction and Retention

### During Times of Business Disruption

Hurontario LRT – Business Preparation Series

Business Readiness Part 1

Summary by Todd Lets, CEO, Brampton Board of Trade

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The Hurontario LRT project is set to begin construction some time in 2019.

Businesses must look to learn as much as they can now to prepare for the upcoming interruption.

The affected area will be from around the Port Credit Go Station to the Brampton Gateway Terminal.

## Know where to find information about the line's construction.

Stay informed about this project is:

- @hurontarioLRT
- [www.metrolinx.com/hurontarioLRT](http://www.metrolinx.com/hurontarioLRT)

## Where do I find out about the construction schedule?

- The project company will be selected in early 2019 and with appropriate consultation, they will determine a schedule, most likely starting at the more complicated section of the projects – Port Credit, 403, Steeles. However, this has not yet been determined.
- For an overview of the project, please the review video from the first session in which Darshpreet Bhatti, Hurontario LRT Project Director, gave a general overview.
- It can be found at [www.mississaugabramptonLRT.com](http://www.mississaugabramptonLRT.com), on the Brampton Board of Trade's Facebook page or on Mississauga Board of Trade's YouTube page.

## What about water or power outages? Advanced notices?

- Although the building consortium will do their best to minimize disruption, some power and/or water disruptions may occur.
- As businesses, it is important that we request adequate notice and that we have a plan in place for business continuation, if that were to occur.

## Detours? How will they be communicated?

- Note: always good to check the signage yourself. Ensure that the detours actually get customers to your shop.
- Note: take proactive action. Use a free online map app to map-out the best way to get to your business and send it to your top client distribution list.

## What procedures do we need to change in order to keep access to our business clean?

- Think of the dust and debris, how will it affect the functionality of your storefront.
- Make sure you schedule accordingly if it will take time out of your day.

## **Be proactive with your major clients and customers:**

- Identify your key messages to keep your customers informed and engaged
- Make sure it is clear that “We are still open”
- Check for detours and communicate the information
- Make sure they know there’s a reason to visit





## When communicating, keep it simple:

- What? - Is the disruption
- When? - Will it start and stop
- Where? - Specifically is the disruption today/this week/the week ahead?
- How? - Can you still get to my business
- Why? - specials / coupons – here's an incentive and thank you for staying loyal

## Are you marketing ready?

- Do you use and/or do you have a social media plan
- Do you need to prepare a special graphic or message?
- Get creative - make the best of a tough situation

# Seven Tips to Prepare Customers

- Linda Kern, founder, Kern Group Inc.

# 1. Know who your customers are, use sign up sheets

Collect information as you go:

- Walk ins
- Pre-planned visits

# 2. Make a list your loyal customers

### **3. Design a marketing campaign to offer specials - have fun!**

- Consult your staff, look for their ideas and input
- Themed marketing like construction sale

### **4. Loyalty programs**

- Buy six coffees, get the seventh free

### **5. Coupon program for slow days: 10% off on Wednesdays**

## **6. Collaborate with your neighbours**

- Maybe a shared app points program
- Coordinate construction specials
- Maybe shared parking or shuttle rides

## **7. Think of using high-visibility marketing like a banner**

- “Fred’s Here!”