

Webinar Series

Tune In
Every Wednesday
@ 12:30PM EST



Lynn Switanowski

*“Managing your Bra Fitting/Lingerie business when the front door is locked:
Tips, tactics and strategies for managing in a downturn”*



curve

Introduction

We are in unprecedented times as humans, and as business owners. How will your Lingerie business respond? Reacting strategically and quickly to navigate this situation – no matter how long it lasts – will have critical repercussions for the long-term health of your business. Are you ready?

Attend this critical business webinar and we'll help you learn how to do more business out the 'back door' of your store—for tomorrow and for years to come!

*Learn the tips you can share with your customers to be the store that delivers calm in a stressful time – earn long- term loyalty at the same time! *Learn to create marketing messages for your current customers in the time of Covid-19

*Learn how to use your social media sites to sell directly to your customers

*Learn how to implement additional specialized shipping option in the time of “social distancing”

Join us for this critical business webinar and start making the necessary changes needed for the long-term sustainability of your pet business. Your customers NEED you to and your business bottom line will thank you for it!

2 Ways To Obtain A Copy of Today's Presentation



1. Download The Presentation From the **Handouts** Section of this webinar
2. Email lynn@cbc-group.net

Why Listen To Creative Business Consulting Group?WE KNOW Lingerie RETAIL



- 30+ Years Retail Experience
- Experienced Lingerie Business Strategist, Inventory Planner And Profit Improvement Specialist
- Experienced Retail Industry Marketer
- Contact: (617) 437 -9191
lynn@cbc-group.net

What A Difference A Month Makes.....



The World Changed Dramatically In A Very Short Time


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First Things First... Take Care of YOU - We Are A Community That Will Deal With This Together





For You

- Avoid excessive exposure to media coverage
- Connect through calls/text/internet
- Add extra time for daily stress relief
- Practice self-care
- Focus on your mental health

BlessingManifesting

For Kids

- Reassure them that they're safe
- Let them talk about their worries
- Share your own coping skills
- Limit their news exposure
- Create a routine & structure

For Quarantine/Isolation

- Keep in contact with your loved ones via social media, texts, and phone calls
- Create a daily self-care routine
- Keep yourself busy: games, books, movies
- Focus on new relaxation techniques

Taking Care Of Yourself Is The Best Way To Ensure You Have The Capacity To Take Care Of Your Family, Friends, Employees OR Your Lingerie Business

NOW - Let's Help Your Business Navigate This Challenging Time...



Get a Pulse On Your Current Marketing Messages - There's A Need To Educate, But What Else?



Imagine Each Post
Sandwiched On Social:

 **Alert! Covid-19**

Do They Feel Right?
Tone Deaf?
Too Much Selling?
Not Enough Empathy?

- Monitor Your Social/Email Audiences Media
- Listen For The Main Topics Your Customers Want To Hear
 - Crisis Updates And Concerns? Or Cartoons and Smiles? Or Both – Just Given With The Right Tone?
- (Note: Things Change Fast - Monitor On Daily Developments Adjust Content To Maintain Relevance And Appropriateness)

Lead with Empathy, Not Fear – Be “Real”



We're In This Together:

- Use That Shared Experience To Make Your Content Authentic And Relevant
- Do Not Market To The Fear And Anxiety People Are Experiencing—Don't Make A Global Crisis A Marketing Opportunity To Drive Sales
- Customers Will Reward Your Business If You Are Genuinely Helpful And They Can Trust You



**(PS --It's Not A Typo– It's Personal-
Southern California!)**

Don't Turn A Global Emergency Into A Platform To Promote (Until Your Customers Are Ready)



- Your Customers Can Smell The Opportunistic Angle From A Mile Away, And They Won't Be Scared To Call You Out (On Your Reviews AND On Social Media Pages)



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(On Your Reviews AND On Social Media Pages)
- If You Have Content Currently Running or That Is Scheduled To Run Such As Recurring Program Messages or SEO, Consider Pausing Those Campaigns Until Calm Is Restored



Show Your Best “Side” – Step Up and Be The Leader Your Customers Already KNOW You Are



1. Be A Leader - Provide Deeper Insight Into Discussions Surrounding Your Brand, Industry And Current Or Developing Crises



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2. Be A Comfort – Let It Happen Organically – Don’t Be Disingenuous – Yes, This Is About Sales, But Make It About Humans (And Their /Bras/Lingerie) FIRST And The Sales Will Come



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1. Be A Leader - Provide Deeper Insight Into Discussions Surrounding Your Brand, Industry And Current Or Developing Crises
2. Be A Comfort – Let It Happen Organically – Don’t Be Disingenuous – Yes, This Is About Sales, But Make It About Humans (And Their Bras/Lingerie) FIRST And The Sales Will Come
3. Showcase Genuine Concern In All Your Contacts – Including When You Try and Make People Smile



So How Can Your Business Do Sales – In Ways That Are Most Effective - AND Safe?



What Can Your Lingerie Store Do To Calm Fear and
Anxiety During This Crisis?

Let's Take A Poll Now.....

So How Can Your Business Do Sales – In Ways That Are Most Effective - AND Safe?



What Can Your Lingerie Store Do To Calm Fear and Anxiety During This Crisis?

TAKE CARE OF THEIR CURRENT PRODUCT NEEDS – LIKE YOU ALWAYS DO

- 91% Of People Believe In Social's Power To Connect People*
- 78% Of Consumers Want Brands To Use Social To Help People Connect*
- It's Time To Use That Powerful Connection Between Social Media And Your Store To Drive Sales For Your Lingerie Business



You KNOW Your Customers Sizes/Brands Well

–Use That Knowledge For Virtual Selling



- Bra Replacement After Closet Cleaning?
- Matching To Feel Special In A “Blah” Time?
- Send Gift To Elderly Parent/Friend As They Are Isolated?
- “WFH” Wear?
- Zoom - Watch Party Wear?
- Fun Event For BFF’s?
- Teenage Daughters PJ’s?
- Support Health Care Workers With Gifts Of PJ’s?



Offer Enhanced Shopping- And Shipping - Options To Assure Customers It's SAFE to Shop



- Offer Customers Option to Buy Online and Pick Up Curbside
- Order via Facebook shop, E-comm, Text, Email, Call
- Order Gift Certificates to Use Now- or Later

BUY ONLINE
PICK UP IN STORE



Offer Enhanced Shopping- And Shipping - Options To Assure Customers It's SAFE to Shop



- Offer Customers Option to Buy Online and Pick Up Curbside
- Order via Facebook shop, E-comm, Text, Email, Call
- Offer Flexible Shopping Options
 - Personal Shopping By Video/Phone or Shop By Appt.

BUY ONLINE
PICK UP IN STORE



You DON'T Have To Build A Website This Week To Generate Sales At Your Lingerie Store

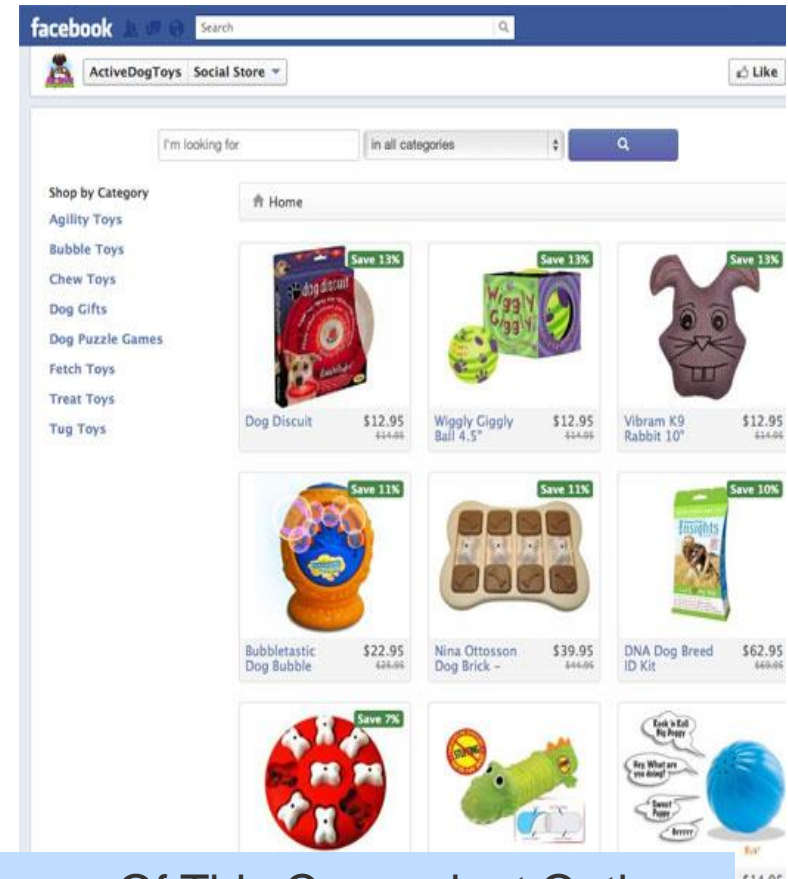


Sales Can Be Done via A *Facebook Page Shops* or Via *Facebook Messenger*

Create An Entire FB Shop In 4 Easy Steps

1. Use Pre-Created Templates (Or Create One Of Your Own)
2. Click On Your Pages' Shop Tab
3. Click Go To Commerce Manager To Complete Sign Up Steps
4. Upload Products To Your Facebook Shop

This Option Allows You to Sell Directly From Your Page Along With Managing Orders And Shipping



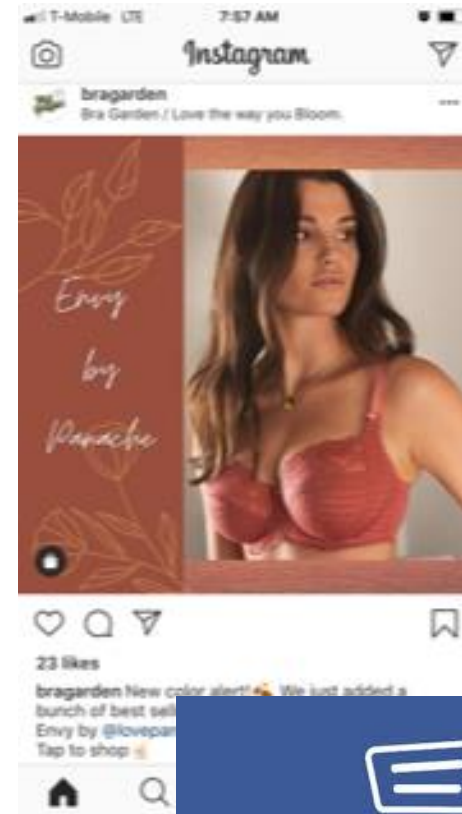
Once Your Page Is Set Up, Notify Customers Of This Convenient Option By Running Facebook Ads To Promote

Create A Facebook Shop Filled With Your Best – and – “MOST NEEDED NOW” - Items



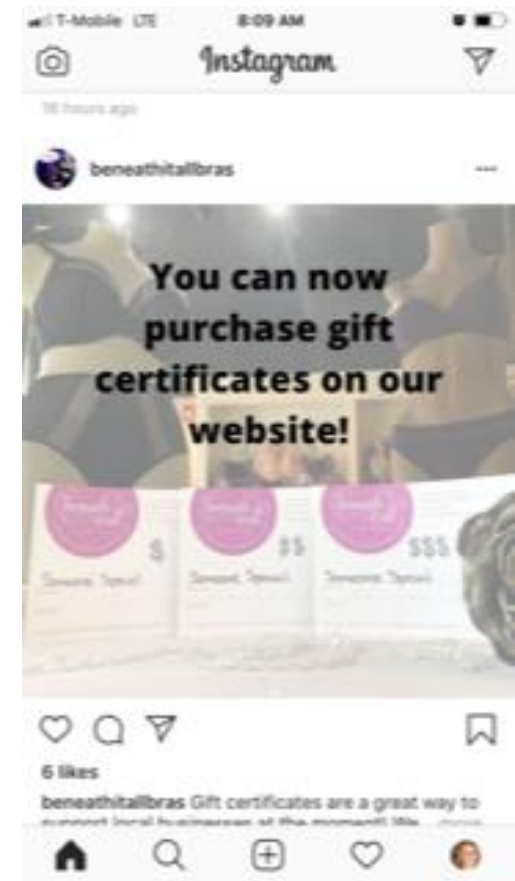
Focus On Immediate Needs Of Current Customers in Your Shop –
What Do Your Customers Need?

- Note: This MAY Be a Time To Meet NEW CUSTOMERS For Your Lingerie Business
- Make Sure To Use Features and Benefits On Your Shop Pages To Convert Customers Who May Not Come In the Store Regularly
- How Can You Show Value Of your Items To New Customers?
 - *SHOWCASE Improved Health, Well-Being and showcase Enhanced levels of Satisfaction, Confidence and of course, Support*



Using Instagram For Social Commerce

Use Shoppable Posts, Stories and #linkinbio



What Type of IG Stories Can You Create During This Time?



Special Announcements

Announcements That Keep Your Followers Guessing Through Every Step Of Your Story Represents One Of The Most Creative Ways To Use The Format

Use Tactics (Sprinkle in Laughter Sometimes) To Generate Buzz and Talk About Something Going On Via A Series Of Stories (1 week)

Use Subsequent Stories To Flush Out Entire Event. Key is to Pique Your Customers Interest (1-2 Weeks)



How-to's And Tutorials

Stories Format Makes Them Perfect For Step-by-step, How-to Style Content- Think Bite-sized Educational Content About Lingerie

What Type of IG Stories Can You Create During This Time?

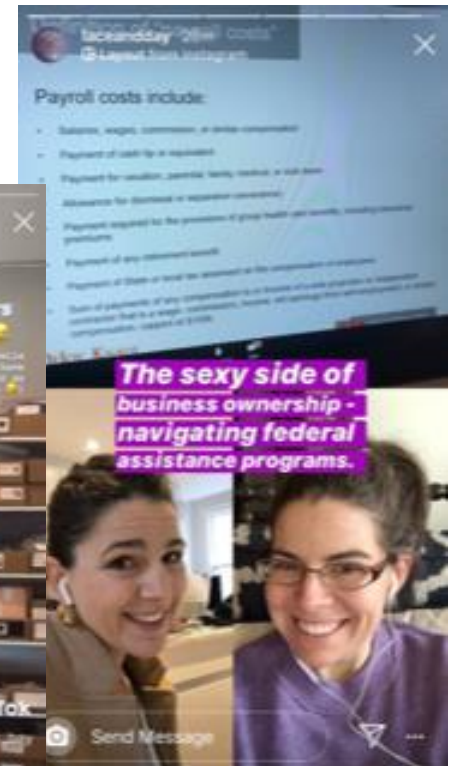
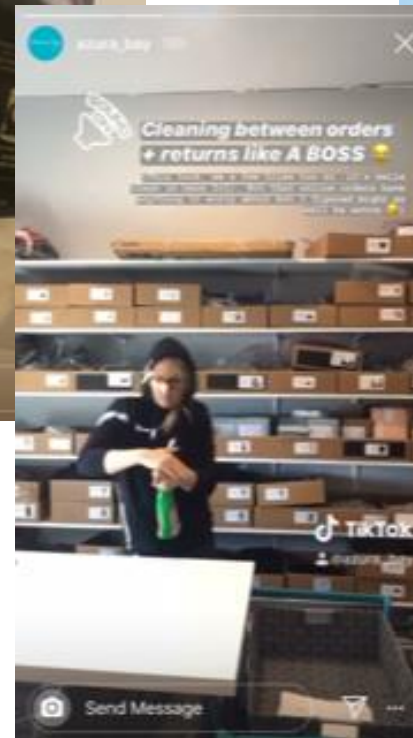


Behind-the-scenes Stories

Instagram Stories Don't Have To Be Big, Polished Productions –

Creating Stories That Are Sort Of Off-the-cuff And Honest Can Be Great Ways To Give Your Customers Insight Into Your Lingerie Business and Make them “Insiders” And See How Deeply You Care About Them.....

Take Your Followers Along For The Ride - Put The “Human/Lingerie” Side Of Your Business On Display





New Webinars every
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Our goal at CURVE is to keep
the community connected

Have any feedback or want to hear
about a certain topic?
Email us at marketing@curvexpo.com

Curve's upcoming shows are still
on schedule. We will keep you updated
on any changes.

Questions?
Email us at exhibitor@curvexpo.com
or buyer@curvexpo.com

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Webinar Series

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MANAGING YOUR BUSINESS

When the Front door is Locked

WEDNESDAY APRIL 1st

Hosted by Lynn Switanowski, Founder Creative Business Consulting Group

Tips, tactics and strategies for managing in a downturn.

SEEKING COMFORT

Intimate Apparel in a COVID-19 World

WEDNESDAY APRIL 8th

Hosted by Kristen Classi-Zummo & Todd Mick of NPD Fashion Apparel

The new retail reality - how COVID-19 is changing the marketplace & the role of comfort apparel.

E-COMMERCE 101

How to sell thru Social Media

WEDNESDAY APRIL 15th

Hosted by Bart Lewandowski, UX/UI designer specialized in brand strategy & user experience

Learn the basics to selling on Social Media platforms.

LINGERIE INDUSTRY REBORN

A Path to a Sustainable Future

WEDNESDAY APRIL 22nd

Hosted by Asi Afros, Lingerie Editor, Creative Director ANN VOGUE

How will innovations & technologies post COVID-19 be re-shaping the Lingerie Industry?

LINGERIE TRENDS

What the Future Holds

WEDNESDAY APRIL 29th

Hosted by Jos Berry, Founder Concepts Paris, a design & consultancy group

Lingerie is the business of enjoyment - what will be the new trends?

curve

Need Help Connecting With Your Customers during Covid-19? We've got Ideas.. #weareinthistogether



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- Do You Have A Marketing Strategy That Engages Customers DAILY?
- Do You Plan Content That Reaches Your Customers Effectively?
- Do You Need HELP A Plan That Will Drive Customers To Your Lingerie Business?

CBCG Is Here To HELP!