

Pulse Covid-19 Shopping Survey

COMMUNITY PAPER Local Business Support

- + The world has changed. Each day is more uncertain than the last.
- + Many businesses will consider reducing or stopping advertising with the assumption that there is "no business". For restaurants, that might be partially true, **but** for many business categories like "financial advisors", there might be more business.
- + More than ever your local businesses look to their community newspaper and ad reps for support and information about consumer shopping intentions.
- + **To support you, your sales team, and local businesses, Pulse is launching a free "Covid-19 Impact" shopping survey.**

OVERVIEW Pulse Covid-19 Shopping Survey

- + The questions will focus on selective business categories, products, and services that are either the most important like "automotive" or have the best advertising opportunity today like "financial advisors". We will ask about shopping plans over the next 90 days so the information will be actionable and useful.
- + There will be no charge for the survey or putting the new shopping data into your **Pulse Sales Tools**. Your ad reps will have the option of creating presentations with the new or original data.
- + You're extremely busy right now, Pulse will provide you with the "how-to steps" along with the promotion materials for print, digital, email, social media, etc.
- + The survey will be online and the survey URL will be promoted in your paper and on your websites.
- + Pulse will offer a client wide incentive of \$1,000. The grand prize winner will be drawn from the participating client respondents.
- + Your audience sample is an option. Clients who get a minimum of 400-sample will have their own Covid-19 survey shopping data.

TIMING Pulse Covid-19 Shopping Survey

- + The promotion ads will be sent out to participating clients on or before Monday, March 23rd.
- + You can start promoting on Tuesday, March 24th.
- + With your consistent and aggressive promotion, we estimate about a two week sample collection period. Many people are sheltering-in-place and potentially have more time to do a survey.

PULSE TRAINING

- + Pulse will hold ongoing training webinars to support your team; best practices on who to target along with how to address advertiser cancelations, how to use the new research, and other relevant topics.

PULSE SUPPORT

- + We will provide targeted (Covid-19 relevant) business guidance within the **Pulse Sales Tool**.
- + Pulse will also help you and your team be more effective while working from home using the mobile, email, and live online engagement of the Flyer and the One Page presentations with your local businesses.