

Did the pandemic change your customers' pain points? More importantly, are you addressing them?



Photo of Cape Canaveral Seashore by Lisa A. Beach

Are You Addressing Your Customers' New Pain Points?

Orlando, July 23, 2020

Hi friend!

I hope you're taking time to (safely) enjoy getting outside this summer. It's a fantastic mental health respite from our continued stay-at-home lifestyle, thanks to the pandemic. I'm in Florida—one of the nation's hot spots right now. I just took the day off yesterday to visit the spectacular Canaveral National Seashore. While I had my mask in hand just in case, social distancing wasn't a problem here as you can see from my photo above.



FYI: I absolutely LOVE the beach. And my married name? Best. Last. Name. Ever.

For this month's newsletter, the beach inspired me to highlight one of my hospitality clients—a husband-and-wife team who owned The Addison, a bed-and-breakfast inn just two miles from the beach in Amelia Island, FL. The owners, Lisa and Ron West, bought the inn back in December 2017 and spent the next few years upgrading and renovating the property.

My clients wanted to relaunch the blog that had remained dormant since the inn's previous owners, so I worked with them to create a content strategy. The goal? To provide helpful content, engage readers, and build trust with their audience, enhancing the customer's journey along the way. The blog had to address typical guest pain points such as choosing the right destination, comparing amenities, and finding a good value in ways that could help them improve their travel experience.

I explained how content marketing (such as a blog) often takes months (sometimes a year or more) to gain traction and achieve the desired results. Then I created an editorial calendar to map out the content for the next six months and got to work writing the twice-a-month blogs.

For the first four months, this strategy worked well, with the blog regularly highlighting the inn, special events, and the beautiful coastal community of Fernandina Beach.

And then the pandemic hit.

As you can imagine, my clients' hospitality business has been greatly impacted by the pandemic. With travel restrictions in place, new safety protocols to implement, and consumer confidence shaken regarding the safety of travel, the inn dealt with a lot of challenges. But the owners made a lot of smart marketing decisions.

Like other businesses, The Addison faced the dilemma of [whether they should be marketing during the pandemic](#). My clients quickly realized that continued marketing was a smart move, but they had to [adjust their strategy](#) and messaging. We scrapped the original content line-up and refocused the strategy. Then I crafted blogs to help them communicate through this global health crisis.

The adjusted messaging and empathic tone needed to address customers' new pain points—the very real fears of traveling and staying in accommodations during the pandemic. Since many of the inn's guests are within driving distance, the road trip provided a safe mode of transportation to get to the destination. But what about the safety and cleanliness of the inn? How could Lisa and Ron reassure guests that they were taking

cleanliness of the inn? How could Lisa and Ron reassure guests that they were taking extraordinary measures to follow CDC guidelines and state and local health and safety protocols?

When they outlined their extensive cleaning and sanitizing process, I realized I could repackaging it into a "12-Point Safety Checklist" to better communicate the level of detail involved in their efforts. The post, titled [12 Ways The Addison Puts Safety First](#), became the cornerstone of communication efforts. My clients referenced it in their social media posts, in emails, and in their newsletter. It turned out to be a huge hit.

"We have had so many guests tell us they felt safe staying with us after reading our blog's 12-point safety checklist," says Lisa. "Thanks so much for the perfect format to help us bring guests back!" She noted that it was the most-read blog and generated many inquiries and, ultimately, reservations at The Addison. "Guests would comment that the information reassured them about staying at our inn. We greatly appreciate the opportunity to work with Lisa and owe a lot of our reopening success to her blogs."

I love hearing words like this from my clients! But more importantly, I was thrilled that my clients remained open to my suggestions, were flexible, and adapted as needed to this crisis. While the travel situation remains fluid, with changing guidelines and restrictions, Lisa and Ron have seen an uptick in reservations—including many returning guests. In fact, on Memorial Day weekend, they were almost at 100% occupancy, so they turned guests away to ensure social distancing. "We were pleasantly surprised to see that our percentage of repeat guests nearly doubled compared to 2019!" says Lisa.

By addressing customers' existing and new pain points, your business can continue to stay competitive in these challenging times.

Thanks for reading,



Lisa A. Beach
Orlando Freelance Writer

P.S. Like this newsletter? Forward it to a friend with an invitation to [subscribe](#). Seriously. What are you waiting for? Share it now. 😊

Resources Worth Sharing

- **Corona Marketing.** Grab your free copy of [Corona Marketing: What Marketing Professionals Need to Do Now to Survive the Crisis](#) from Joe Pulizzi of Content Marketing Institute fame. This eBook dives into 13 steps a marketing professional needs to take now to achieve massive success once the crisis is over.
- **Pandemic Playbook.** As businesses struggle to move forward during this pandemic, the [free Pandemic Playbook](#) from Diverge & Surge helps map out a realistic game plan beyond just the marketing aspects. The eBook offers 12 practical strategies to help businesses rebound from this crisis.
- **40 Great Writing Tips:** The journalism gurus at Poynter Institute provide a handy little [writing tip sheet](#) that works just as well for content marketing as it does for journalism.
- **Animoto.** I've been having fun playing around with Animoto, a free, easy-to-use, cloud-based [video creation service](#). Maybe you will, too.

Fresh Ink

If you'd like to see what I've been writing about and where I've been published these past few months, check out a few recent links, including B2B and B2C magazine articles, website content, and newsletter articles:

- **Conde Nast Traveler:** [How Walt Disney World Is Caring for Its 10,000 Animals While Parks Are Closed](#)
- **AAA:** [Hawks Cay Rises: The Return of a Florida Keys Favorite; 14 Things You Might Not Know About Disney's Animal Kingdom](#)
- **National Environmental Education Foundation:** [Keep Those Summer Energy Costs in Check; Three Cheers for Local Parks & Rec Departments This Summer!](#)
- **Orlando Magazine:** [In Focus: Summertime Teachable Moments](#)
- **Nature Made:** [About page; General Wellness; Women's Health](#)
- **Florida Realtor:** [Real Estate Tech That Helps You Nurture Your Network](#)

Tip: Working with freelancers

If you know you need to outsource some projects to a freelance writer, how can you determine if she's a good fit? Honestly, you can tell a *lot* about a freelancer just by doing a little sleuthing. Check out her website and LinkedIn profiles. Look at her client list and the type of projects she's worked on in the past. Read the testimonials from current/past clients and editors. Even before you dive into her writing samples (called clips), you should be able to get a feel for her niches and writing style by just reading her website copy.

For example, on my own website, I've got a page called [Work With Me!](#) It quickly outlines my process to get started. At the bottom of the page, I include these little nuggets.

My availability:

- I'm currently accepting new projects for August 2020 and beyond. Shoot me an email to get on my calendar! Lisa@LisaBeachWrites.com
- Note: I play favorites! I give priority on my project calendar to my best clients who value my work, are a pleasure to work with, pay professional rates, and provide me with ongoing work. 😊

This quickly tells you a few important things.

1. If you hopped on my site in early/mid-July when I posted this, you'd know that I was booked the rest of the month. That's a good sign if a freelancer is busy. That means she's in demand.
2. You notice I've got a professional-but-playful tone when I say, "I play favorites!" Using this conversational tone, I aim to convey that I'm approachable and take a casual (but professional) approach to my business.
3. When you see that I expect professional rates from my clients, that means I'm not your gal if you're looking for someone to write \$50 blog posts. I'll gladly refer you to Fiverr or Upwork if you're price shopping.

The next time you're looking for a freelance writer, I encourage you to play detective, look for obvious clues, and read between the lines. Doing so will help you find a freelance writer who's a good fit for *your* company.

Thanks for reading! Be well and stay safe.



Illustration courtesy of [Wet Floor Studios](#)

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