

LYERLY LATIMES



May 2020

lyerly.com



126 N. Main Street
Belmont, N.C. 28012

Send us an email:
ContactUs@lyerly.com

Or give us a call:
704 525 3937



Lyerly Agency provides clients with a full range of brand marketing and communication solutions. Imagine what we can do for you.

Sake Express' Response To COVID-19

Recent weeks have pushed everyday communications to the side as businesses focus on COVID-19 and its effects. This novel virus has demanded that we rethink our tactics for reaching audiences swiftly, maintaining their trust and increasing their support.

This dynamic shift can be seen prominently in our work with Sake Express, a sister-owned restaurant business in Gaston County, N.C.

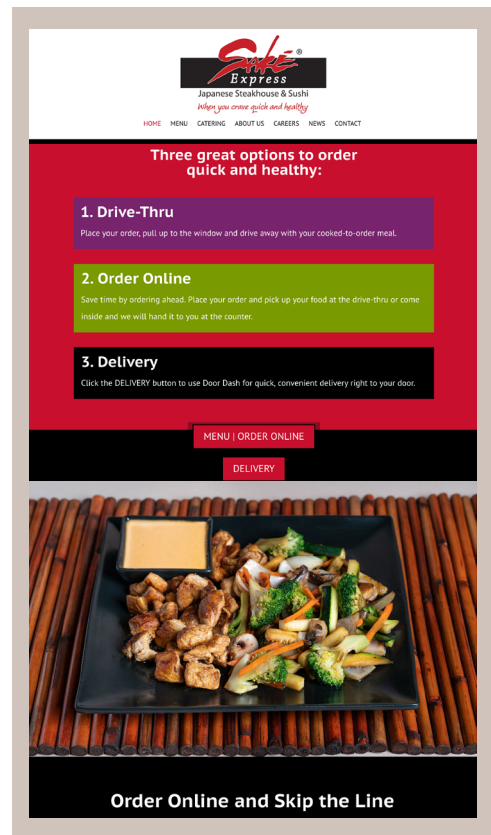
Lyerly Agency has worked with Sake Express owners Lisa Nguyen and Linda Nguyen Park for nearly two years. But in early March, they enlisted the help of LA to tackle COVID-19 strategizing and messaging. Through comprehensive public relations and marketing measures, the business has continued food services without pause and discovered additional support within the community.

Website Strategies

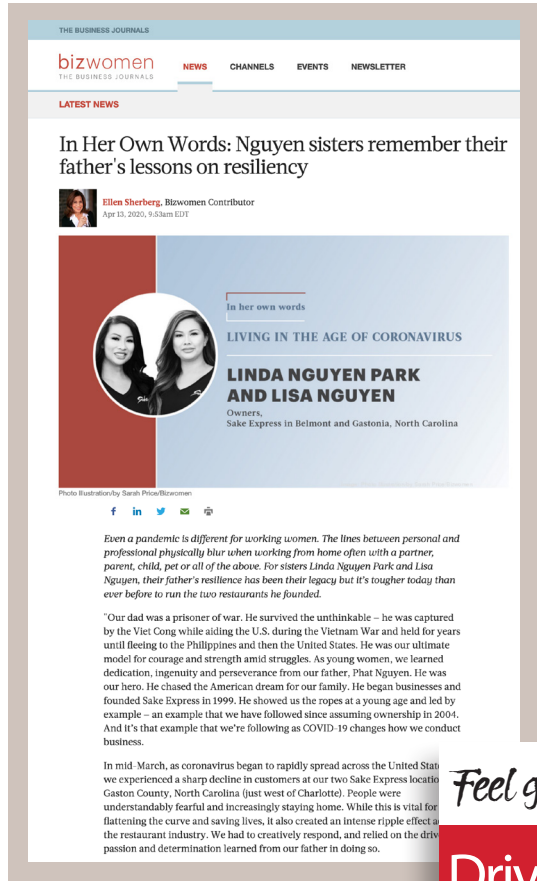
LA acted quickly to share Sake Express' amplified cleaning efforts, safety precautions and ordering options with audiences. An official statement was crafted and prominently displayed on the website, thesakeexpress.com. The website also was amended to showcase "Three Ways to Order," moved to the top of the page and highlighting "Order Online" options while removing "In Store" mentions.

Social Media Response

Not only did Sake Express' social media display its official statement, but LA shared other valuable and timely information via Facebook. Posts included info on dining



room closures, drive-thru and delivery options, improved HVAC systems to combat bacteria and viruses and continued pay for employees with confirmed cases of the coronavirus. LA helped roll out the Sake Sentiments of Gratitude as well – a creative campaign of reminders, written and designed by LA, encouraging people to find appreciation in the everyday. LA extends the sentiments multiple times per week on social media in addition to display at drive-thru and pickup windows.



Sake Sentiments of Gratitude

Sometimes in the midst of change, it's good to step back and look with gratitude at all the good things in our lives. We are grateful for you – our friends, customers and employees. Thank you for supporting our small business.

We often take for granted the very things that most deserve our gratitude.

- Cynthia Ozick

What are you grateful for today? Pass it on.



Public Relations Outreach

LA reached out to media, disseminating timely information and the official Sake Express statement. We also helped spotlight the business' proactive COVID-19 changes through a *Bizwomen* feature. "In Her Own Words: Nguyen sisters remember their father's lessons on resiliency" reached a national audience in early April.

Marketing Messaging

Feel good about your food. That LA-created theme has helped guide communications for Sake Express during the pandemic. Marketing endeavors using this theme have reached into Spot On, an online ordering app, via emails and restaurant deals. It's also guided the concept, design and creative of banners hung on the front of each location as well as advertising segments within four weekly emails from the local publication *Gaston Alive*.

Feel good about your food.

Drive thru is open.



Remember that brighter times will return. Now is an excellent time to plant the seeds for future growth by keeping your name in front of your customers and prospects. Lyerly Agency can make sure they never forget how important you are.