POST COVID-19

EMEA MARKETING TOOLKIT

USING THIS TOOLKIT

This post COVID-19 Marketing Toolkit has been developed to help you get ready to re-open your dive business and bounce back after the disruption caused by COVID-19.

There are two sections:

1. **We're Open - let customers know that you're open for business**
2. **Dive Local - promote local diving in your area**

The marketing assets in this toolkit are templates for you to edit with your business information and local language within Canva and Mailchimp. To use this toolkit effectively, you'll need a Canva and a Mailchimp account.

Canva is a free graphic design platform that allows users to create social media graphics, posters and other visual content.
Set up a Canva account now

Mailchimp is a free CRM management software which allows you to design and send marketing emails to your contacts.
Set up a Mailchimp account now

1. **Create your Canva and Mailchimp accounts**
2. **Click on any asset links within this toolkit**
3. **Assets will automatically import into your account**
4. **Customise and edit the assets with your logo and local language copy**

The links to all the resources shown in the Toolkit can be found on the final summary pages.

Communicate to customers that you are open and ready welcome them back.

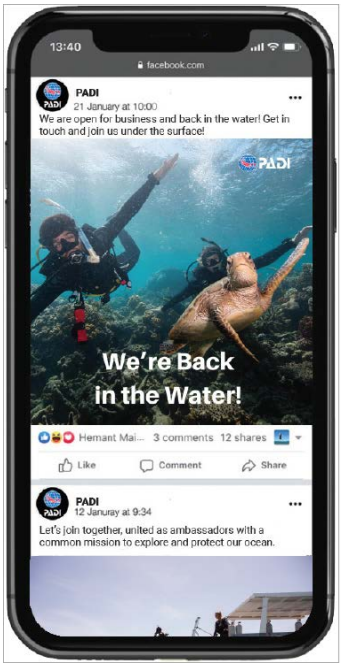
All these design assets are available for you to amend as you wish. However, here are some suggested copy you might like to use:

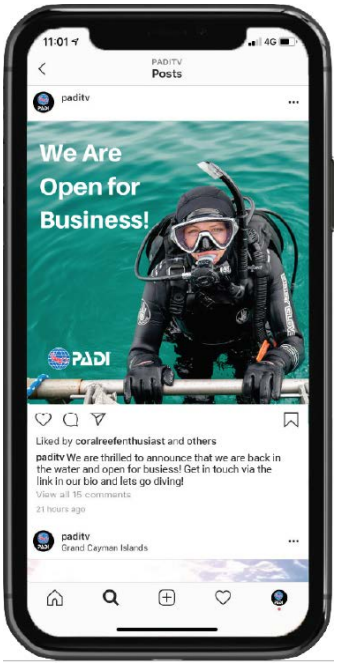
- **We are open!**
- **We're back in the water!**
- **We are open for business!**

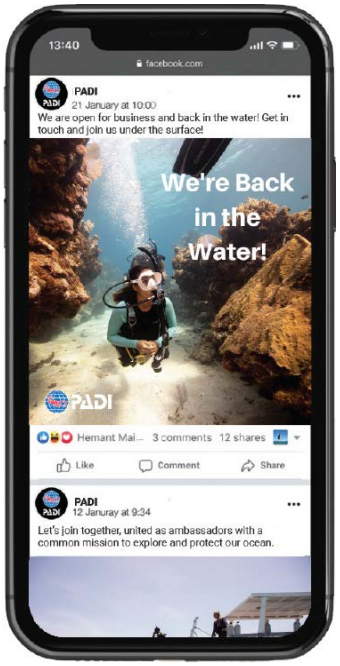
You'll find these messages throughout the resources in this section.

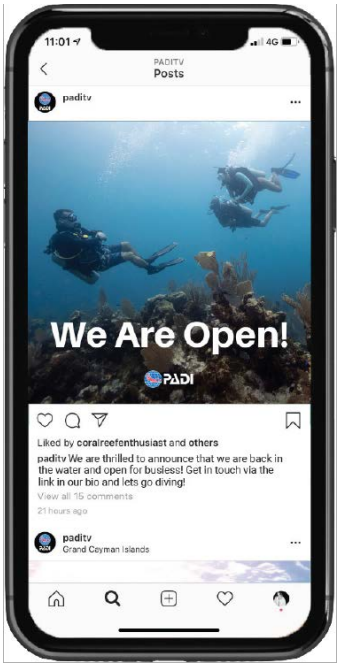
WE'RE OPEN!

SOCIAL POSTS





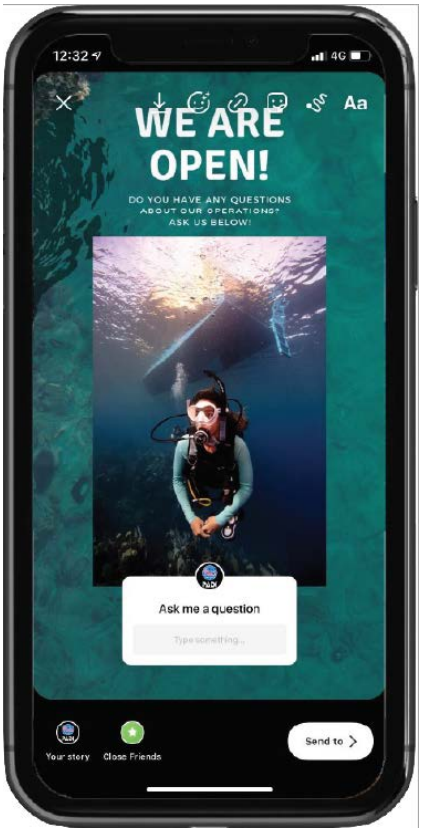


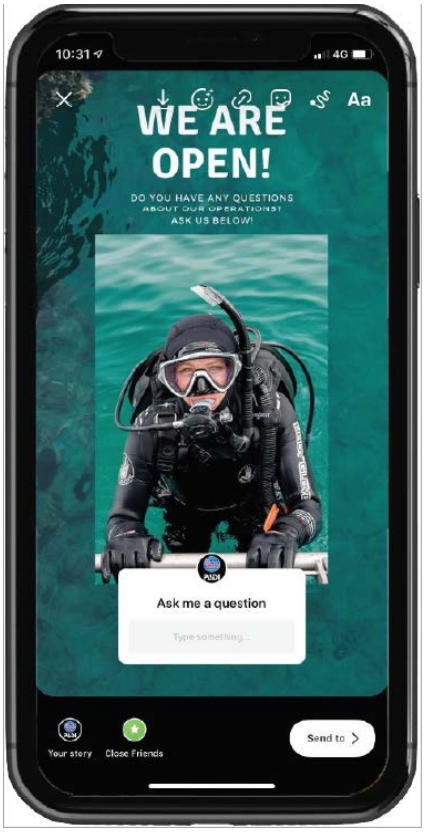


These social media posts have been created for use across Facebook, Instagram and Twitter. When editing the posts in Canva, you have the option to add your logo to them or to leave this space blank. You can also add your dive shop's tagline to the image or any other messaging you would like.

WE'RE OPEN!

INSTAGRAM STORIES





These social media stories can be used to encourage engagement with your audience and to keep divers informed and connected.

You can utilise these by following these steps:

1. **Open these assets in Canva**
2. **Edit in Canva - add your logo, hash tags, copy**
3. **Organise your Instagram Q&A with staff**
4. **At the appointed time, post your chosen story**
5. **Respond to questions from your customers on Instagram.**

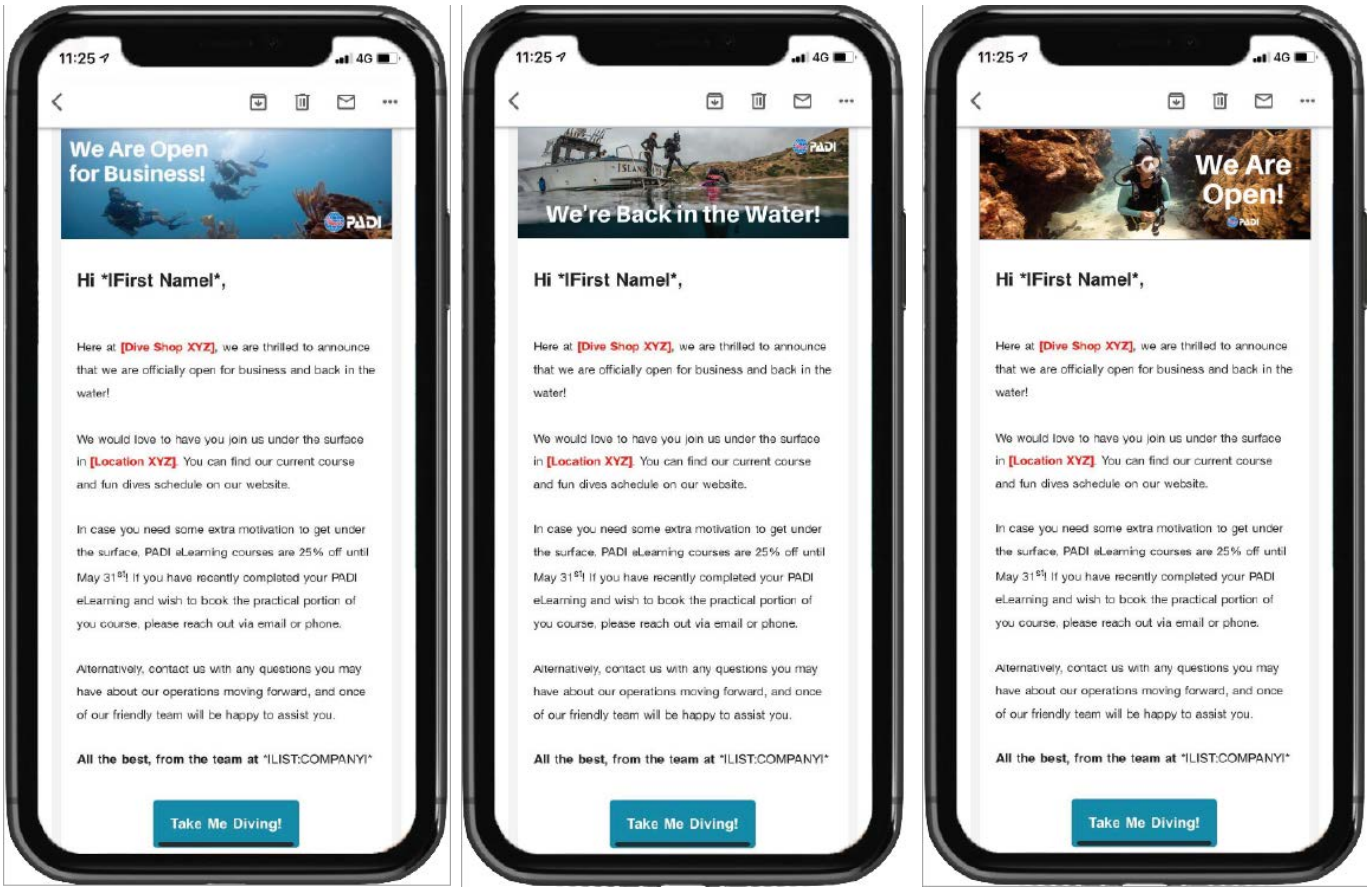
WE'RE OPEN!

EMAIL HEADERS

These email headers provided by PADI can be found on Canva. They can be customised however you would like. You can add your own text and logo, keep the image and use no text at all.

WE'RE OPEN!

EMAIL TEMPLATES



PADI has created the above email templates for use on the Mailchimp platform. The email headers provided by PADI can be found on Canva. The email template provided for this campaign is hosted on Mailchimp. The content of the template are geared towards you communicating with your audience that:

- **You are open for business**
- **You are conducting courses and fundives.**

This content can be kept as is, or can be tailored for your individual business' needs.

DIVE LOCAL

Use these marketing assets to communicate to customers that they don't need to travel to dive in amazing locations, they can dive and get certified in their local area.

As before, all templates and resources are open for you to amend as you wish. However, here is some suggested copy to use:

- **Dive local, support local.**
- **Discover your local underwater world.**
- **Explore your underwater backyard.**
- **Dive your own backyard.**
- **Scuba under the *local region* surface.**
- **Adventure locally in *local region*.**
- **Dive your local site.**
- **Love your local dive site.**

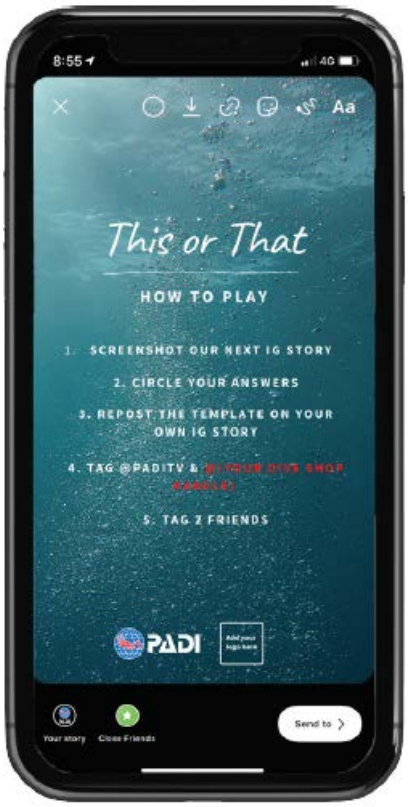
DIVE LOCAL

SOCIAL POSTS

These social media posts have been created for use across Facebook, Instagram and Twitter. When editing the posts in Canva, you have the option to add your logo to them or leave this space blank. You can also add your dive shop's tagline.

DIVE LOCAL

SOCIAL STORIES



STORY 1

STORY 2

These social media stories can be used to drive engagement with your online audience.

1. Find and download the assets from Canva.
2. Add your logo and tag as shown.
3. Post 'Story 1' and 'Story 2' on your social media.
4. Wait until your followers repost and tag you (you might have to ask your staff to repost in order to get the ball rolling). You can find all these stories in your direct messages on Instagram.
5. Repost the games to your stories to encourage more users to play! To repost these stories you will need to click the 'add this to to my story' text in direct messages.

DIVE LOCAL

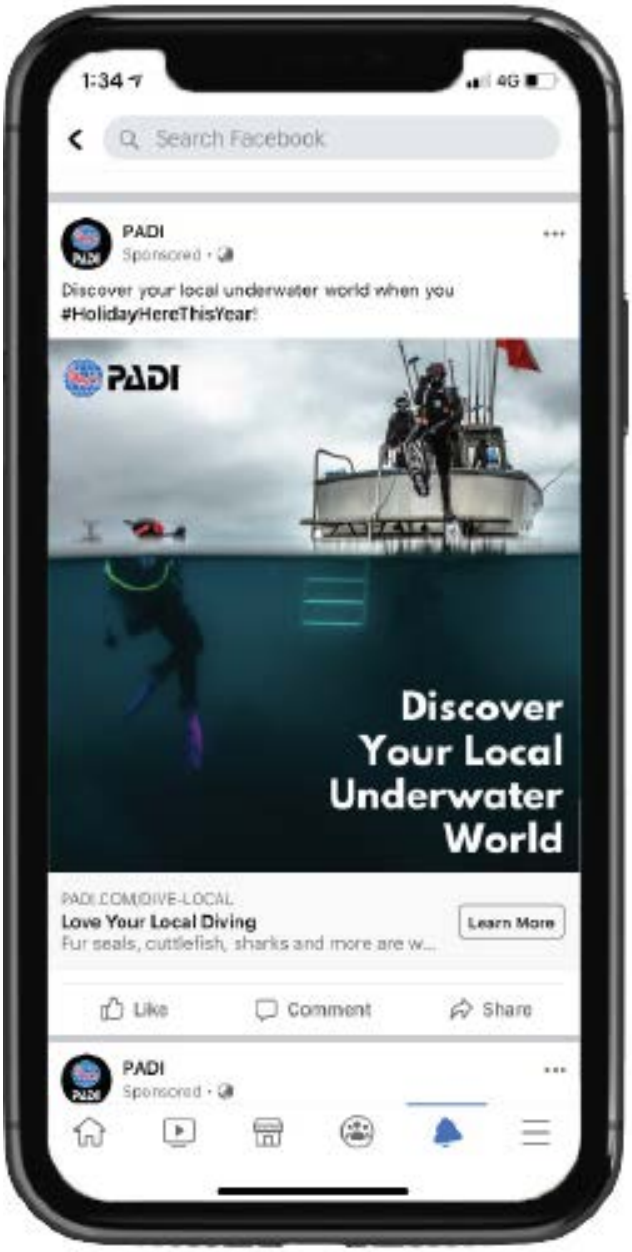
SOCIAL COVER IMAGES

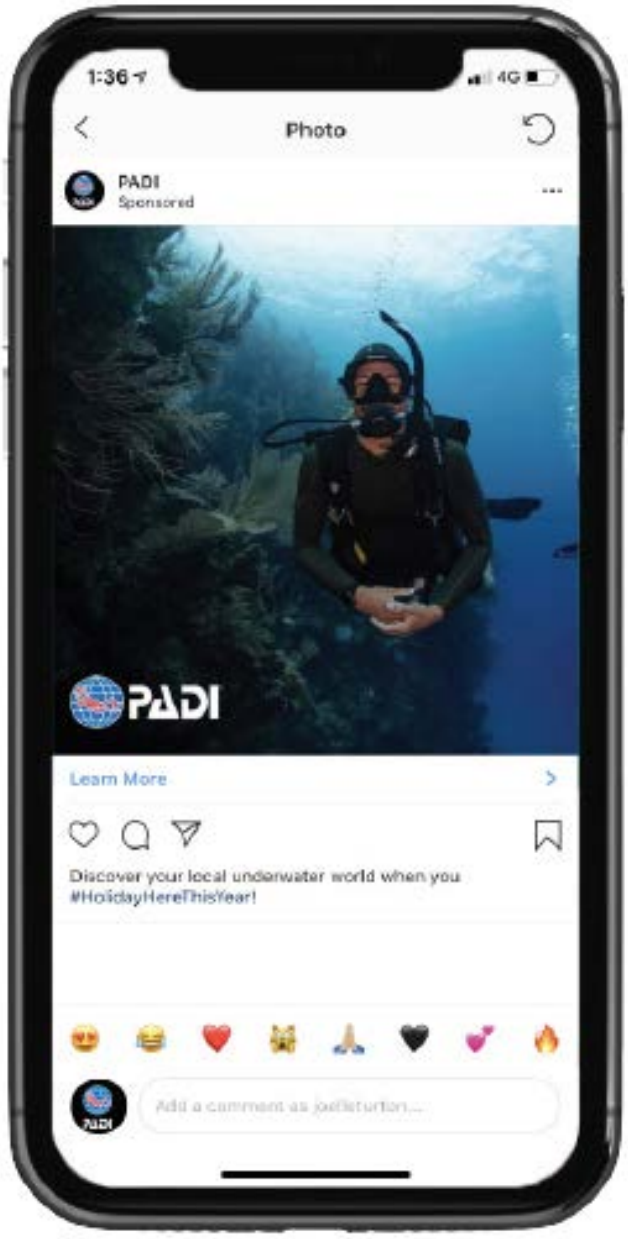
These social media cover images have been designed for use across Facebook and Twitter.

You can add your own text to the image or to use no text at all, and can also add your logo. If you have an image that you would prefer over the images above, feel free to upload this and replace the images provided.

DIVE LOCAL

SOCIAL ADS



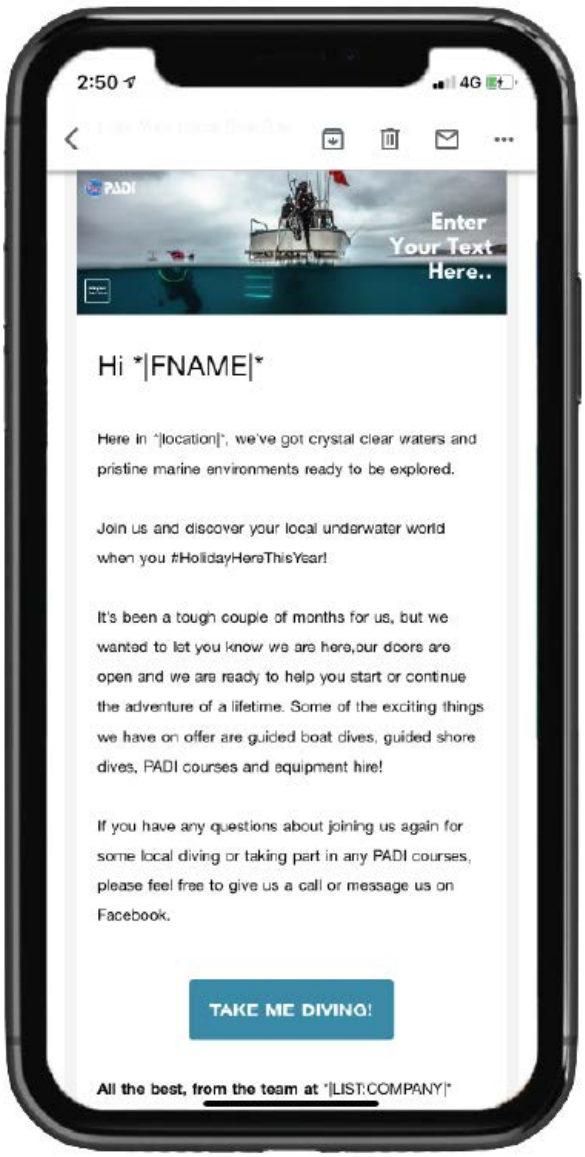


The assets can be used in social advertising on Facebook and Instagram.

In these examples shown here, we have used one of the PADI provided tagline examples to show you how you can incorporate these in your own advertisements.

DIVE LOCAL

EMAIL TEMPLATES & HEADERS



The email headers provided by PADI can be found on Canva. The email template provided for this campaign is hosted on Mailchimp.

The copy in the Mailchimp templates is suggested copy and can be amended and updated according to your own situation.

The email headers provided by PADI to accompany this template can be customised however you would like. You can add your own text and logo, keep the image and use no text at all.

DIVE LOCAL

POSTERS

These posters are designed for you to add your logo and any text you would like to them, though it is reccomended to keep text limited to let the images shine through.

The text can be changed to reflect your tagline or you can add one of the PADI local diving tagline examples. You can save these as a PDF and print them in any size you wish.

These can be used as A4 handouts, or can be printed larger and placed around your dive shop.

DIVE LOCAL

FLYERS

This space is fully customisable to each individual dive shop's needs.

Your Store details can be placed here.

This space is fully customisable to each individual dive shop's needs.

Your Store details can be placed here.

This space is fully customisable to each individual dive shop's needs.

Your Store details can be placed here.

The above flyers have been created to be completely customisable to your dive shop's needs. You can change the logo, header image and text. You can also customise the body of the flyer to input any special offers you have that you would like to communicate to your customers.

DIVE LOCAL

BLOGS

Posting regularly on your dive shop's blog is a great way to keep customers engaged, improve your SEO and to drive traffic to your website.

Here are some blog content ideas about diving locally:

- **10 Must Dive Sites in [Location XYZ]**
- **5 Reasons to Visit [Location XYZ]**
- **Our Favourite Surface Interval Activities in [Location XYZ]**
- **You Need to Go Diving in [Location XYZ]. Here's why.**
- **Surprising Marine Animals You Never Knew Were Found in [Location XYZ]**
- **5 Types of Diving You Can Do in XYZ**
- **Top Night Dives in XYZ**

Get inspired, visit the [PADI Blog]

As the world continues to struggle with the pandemic, many areas are beginning to cautiously reopen. Depending on the where you are, social distancing and other requirements appropriately remain, but businesses are carefully transitioning back into operation – including dive shops. Although in many areas we're still waiting to restart, throughout most of the world access to diving is widening. If you've not gotten back to your dive shop and the water yet, in most areas you can now or will be able to soon. Thanks to regular updates from the PADI global community, you can see where diving's open on the PADI COVID-19 Scuba Diving Status Map.

CONNECT WITH PADI

Facebook Youtube
Instagram Pinterest
Twitter Contact

Download the Assets

WE ARE OPEN

WE ARE OPEN!
Social Post - Turtle
Social Post - Seal
Social Post - Solo Diver
Social Post - Divers

Email Header - Turtle
Email Header - Boat
Email Header - Solo Diver
Email Header - Divers

WE'RE BACK IN THE WATER
Social Post - Turtle
Social Post - Seal
Social Post - Solo Diver - Warm
Social Post - Solo Diver - Cold
Social Post - Divers

Email Header - Boat
Email Header - Solo Diver
Email Header - Divers

WE ARE OPEN FOR BUSINESS
Social Post - Turtle
Social Post - Seal
Social Post - Solo Diver - Warm
Social Post - Solo Diver - Cold
Social Post - Divers

Email Header - Boat
Email Header - Solo Diver
Email Header - Divers

SOCIAL STORIES
Cold Water Q&A
Warm Water Q&A
We Are Open Series

EMAIL TEMPLATE
Download Here

Image Library
Video Library

Download the Assets

DIVE LOCAL

SOCIAL POSTS
Boat Diver
Cuttlefish
Happy Diver
Seal

SOCIAL STORIES
This/That
Marine Animal Repost
Question Sticker
Diving Q&A

SOCIAL COVER IMAGES

Facebook
Boat Diver
Cuttlefish
Happy Diver

Twitter
Boat Diver
Cuttlefish
Happy Diver

EMAIL HEADERS
Cuttlefish
Boat Diver

POSTERS
Boat Diver
Happy Diver
Seal

FLYERS
Boat Diver
Cuttlefish
Seal
Happy Diver (SI)

IMAGE LIBRARY
VIDEO LIBRARY

EMAIL TEMPLATES
Domestic Diving Template
Special Offer Template

Open Water eLearning Template
Advanced Open Water eLearning Template
Rescue eLearning Template
EANx eLearning Template
Underwater Photography eLearning Template
ReActivate eLearning Template

THANK YOU

Your PADI Regional Support team is here to assist you in any way with any questions you have regarding this toolkit and the resources provided.

Please feel free to contact your PADI Regional Manager with any questions or for some additional guidance.