



Corona Virus - A Few Helpful Tips for Your Business

If your business is open, tell people

Post your plans and hours on your website prominently (include on your contact page, your home page, etc.) and post to social media.

Share your efforts to keep people safe

In addition to taking all prudent precautions like washing your hands, identify your protocol to keep your business clean and sanitary then communicate what you're doing.

Again, post it prominently on your website, share it to social media, hang a flyer on your door or windows. This is also a chance to share the processes you've had in place all along.

Many people aren't significantly changing buying habits, focus your marketing on them

This situation has revealed that many people are completely freaked out while others are somewhat less concerned and accept that things must go on.

Might I suggest that you don't worry about convincing those who are on the fearful side that they're mistaken, rather work to get the attention of those who are still planning to shop, go out to eat, etc.

Focus on those who are receptive to your message and then create an oasis for them to experience some semblance of normalcy.

Your weaknesses may become a strength

Do you have times that you're quite slow with few customers? Now's a great time to make that known, some people may be more likely to visit you when they know there won't be a crowd.

You can go further by running specials on things that are perishable or introduce a product/offering of the day. This is something you can promote online to stimulate interest even if you don't offer the ability to buy online.

Up the personal attention

Most local businesses can't become ecommerce businesses but are there opportunities for you to provide personal shopper services? This may mean adding the option to do a

video call with clients and a virtual store walkthrough. Offer delivery to people's home or workplace if it is needed to keep them shopping with you rather than on-line.

In closing, this is a great opportunity to reevaluate your processes, your marketing, and your goals going forward. Make it easy for your community to participate and feel good about supporting your business.

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Do Facebook Live selling events

It's a fun way to bring your store to them if they don't want to come to you. Host an event where you show, model, demonstrate, explain, give tips about your merchandise. Let customers buy using a program like Comment Sold and then (see above) deliver it to them.

Throw a social media party

This would be just to have fun and get away from the stress/boredom. Or try out a conferencing app like Zoom or Google Hangouts where everyone can login and talk and see each other. This technique will work especially well for hobby type stores (quilters, knitters, bikers, skiers, runners, radio-control enthusiasts, painters, etc.) but also just for people with shared interests (fashion, new moms, pet-lovers, etc.)

Become an active marketer

You can't just sit around hope that people will remember to shop with you. Think outside the box and FIND A WAY to create sales. This is all brand new – uncharted territory – so who knows what will work and what won't? Keep trying! Keep marketing!

Negotiate

Consider talking with your landlord to come up with a win-win plan. Ask for a straight rent reduction. Ask for a reduction now that you pay back over time in the future. Ask them what else they can do to help you weather this storm.