

CONTINUING YOUR SMALL BUSINESS

Tips to help small businesses survive during COVID-19

VIRTUAL TOURS –

- ✓ Shoot video of your store & merchandise describing the merchandise as you go.
- ✓ Create 360° video & allow customers to self-tour.
What is a 360° tour? A 360-degree virtual tour is a collection of several panoramic images that are seamlessly stitched together to give the viewer a 360° view of the location to bring the virtual tour into a live experience.

COMMUNICATION –

- ✓ Contact current customers by calling, emailing, or sending handwritten notes.
- ✓ Communicate changes to operating hours.
- ✓ Offer assurance that business closure (if any) is TEMPORARY.
- ✓ Update voicemail greeting to reflect current status.

SOCIAL MEDIA –

- ✓ Take your business online. Even if you already have an online presence, now is the time to increase your online offerings. Include an online payment system that is easy to use.
- ✓ Teach online tutorials and/or classes.
- ✓ Host Facebook Live events and/or sales.
- ✓ Boost some posts for a minimal fee in order to reach larger audience.
- ✓ Post engaging and interactive content.

GIFT CERTIFICATE DEALS –

- ✓ Offer discounted gift certificate to be used when business resumes.

OTHER SALES OR PROMOTIONS –

- ✓ Offer discounted merchandise, free shipping, or gift with purchase.

BUSINESS MODEL–

- ✓ Be creative. Think of any and all ways that you could adjust the way you currently do business in order to stay open during COVID-19.

ALTERNATIVE MARKETS –

- ✓ Explore alternative uses for your goods or services that might allow you to continue offering your goods or services. Think about the community needs as a result of the current pandemic.

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SMALL BUSINESS PROMOTION –

- ✓ Promote other small businesses as many will return the favor.

IDEAS FROM OTHER SMALL BUSINESSES –

- ✓ Talk with other small business owners for ideas.
- ✓ Peruse small business social media sites for ideas.

SMALL BUSINESS COLLABORATION –

- ✓ Join forces with another small business to work together to provide your goods or services.

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