

COMMUNICATING DURING THE RECOVERY PHASE

BUSINESS INFO & HOURS

Inform your customers whether you are open or closed.

Shortened hours? Closed certain days of the week?

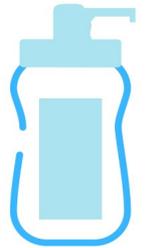
Ensure contact information is accessible.



NEW PROCEDURES

Share what your procedures are in regards to sterilization and social distancing precautions.

Are you providing delivery?
Digital office hours?
Curbside pick-up?



DIGITAL VISIBILITY

Update your website.

Offering giftcards? Ensure the purchase link is front and center

Use social media for real time updates and sharing unique content.



THINK OUTSIDE THE BOX

Create virtual experiences for your customers.

- Tutorials/Classes
- Virtual Tours
- Games
- Field Trips
- Tips & Tricks
- Happy Hours



HOW ARE YOU HELPING?

Share with your customers how you are helping during this unprecedented time.

Partnering with a non-profit? Share the collaboration.



CHECK IN

Do you have customers and/or staff that live alone or could benefit from you contacting them?

Reach out and see how they are doing.

