

COMMUNICATING DURING A PANDEMIC

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 VISABILITY

- Update your website.
- Offering gift cards? Ensure the purchase link is front and center.
- Use social media for real time updates and sharing unique content



THINK OUTSIDE THE BOX

Create visual experiences for your customers.

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



HOW ARE YOU HELPING?

- Share with your customers how you are helping during this unprecedented time.
- Partnering with a non-profit? Share your collaboration.



CHECK IN

- Do you have customers and/or staff that live along or could benefit from you contacting them?
- Reach out and see how they are doing.

