

Getting Back to Business!

GOOGLE



GOOGLE YOUR BUSINESS

Google your business and make sure the sites listed on your front page results contain your current information (hours of operation, special instructions for customers, and so forth). This is the first page your customers will see when they Google information about you - make sure it's correct!

SOCIAL



UPDATE SOCIAL MEDIA

Update your business hours on your "About" page. Create a post that includes your current hours of operation, procedures on shopping, and sanitation process, if applicable, so your customers know what to expect. Pin this post to the top of your page so customers see it first.

EMAIL



EMAIL BLAST

If you have an email list, use MailChimp, Constant Contact, or a direct email (blind-copy all addresses) to **welcome your customers back, and include any new processes or procedures they can expect when visiting you**. This is a great time to give your email subscribers an exclusive, members-only discount or coupon to bring them back in!

CALL



CALL CUSTOMERS

Nothing beats a personal call and talking directly to your customers and clients. Spend some time each day to **call customers and let them know that you're back in business!**