

SMALL BUSINESS TIPS FOR DEALING WITH COVID-19

1. **Communicate with your Customers:** Maintaining a positive communication channel with your customers is crucial. Communicate what steps you and your employees are taking within your business to keep everyone safe. Let them know you value their business.
2. **Make Sure your Staff is Educated:** It is important that your staff is taking this situation seriously, and that they are washing their hands and disinfecting surfaces regularly.
3. **Revise your Sales Forecasts:** Be realistic with your projections. Do not panic, but instead brainstorm ways you could sell more of your products/services or cut costs in other aspects of your business.
4. **Get Creative with your Marketing - USE VIDEOS:** Affordable marketing is key during this time. Use organic social media to sell your product/services. Use videos to market your products/services, as most consumers are avoiding browsing through stores in person during this pandemic. If you can sell online, definitely promote your online market. **If you do not have an online site for selling, now is the time to consider creating an e-commerce site.**
5. **Offer promotions Specific to COVID-19:** Online purchases and curbside pick-up are safer for you and your customers at this time. Offer discounts for takeout/curbside pick-up and shipping.