

BUSINESS TOOLKIT for COVID-19

Promotions and Marketing through Tough Times



Here are some ideas you might consider when planning promotions and marketing your business over the next 30 days.

1. **Market Your Assets.** Do you carry soaps, cleaners, items that people will need if they are quarantined? If so, announce it!
2. **Create an Escape (Virtual or Physical).** People want to get away from all things Coronavirus, so create a safe, clean environment for them to escape to, while limiting to 10 people or less.
3. **Clean, clean, clean.** This one is obvious but showing customers how your taking those extra measures to ensure their safety goes a long way. Simply wiping the credit card machine after each use or door handles as people leave shows your customers how much you care.
4. **Consider going Digital.** If you've been meaning to have an online store, now is a good time to launch it. It doesn't have to be a full-scale website, even using Instagram or Facebook to sell the latest trends will help.
5. **Consider Offering Delivery Options.** If you haven't signed up with a delivery company, now is the time! There are many already servicing the Buda area.
6. **Consider curbside.** Offer curbside delivery, prepared family meals or even take and bake options.
7. **YouTube is your friend.** You're the expert in your field, create a YouTube page and show people how to make your famous dish, how to wear the latest trends, how to care for your hair when you can't get out, etc.
8. **Keep posting daily.** Outfits, great food pics, smiling faces. You have the power to spread positivity so use it!
9. **Stay informed.** Follow the latest from the CDC, City of Caldwell, and Burleson County.