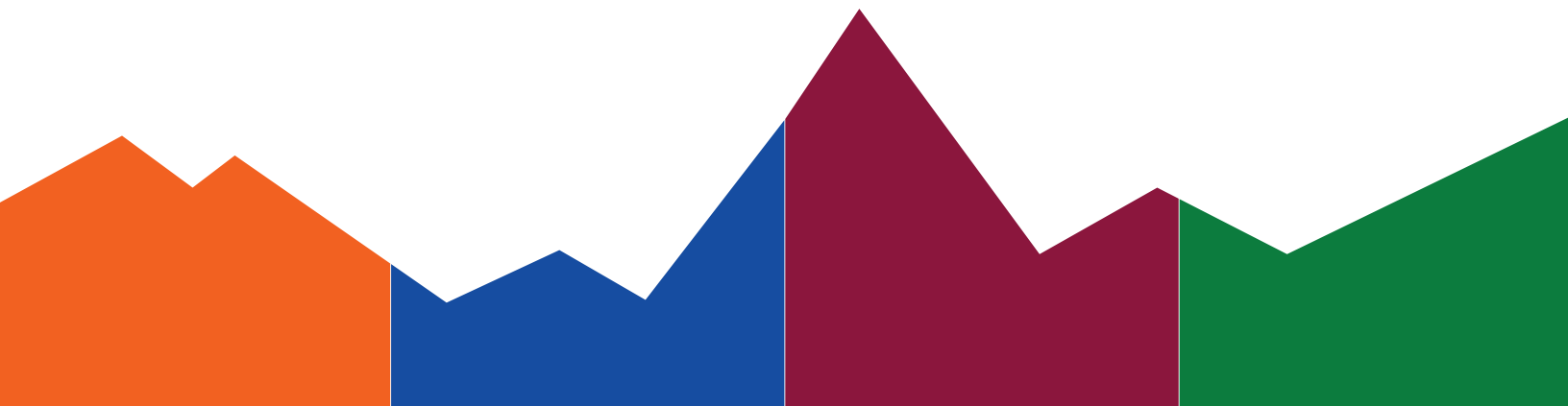


SIEVERS CREATIVE



**MARKETING YOUR
BUSINESS
IN UNCERTAIN TIMES**



In the era of COVID-19 responses, many small businesses are feeling the pain of either being forced to close or addressing a slowing demand. Rest assured, we'll get through this. That being said, there are a handful of things that businesses can, and should, be doing as they adapt to a changing set of rules.

COMMUNICATION

Establish your communication channels and begin using them immediately. Tell your customers about what you're doing to accommodate them, and that if they need your goods and services - you're still open for business.



EMAIL LIST – Email your customers and provide them updates.



FACEBOOK – Post regularly and add \$5-10 dollars to boost the most important posts, targeting those who like your page. Don't be afraid to spend a little amount of money to make sure your message gets out.



WEBSITE – Post an official response to your website on how consumers can best utilize your goods / services.



GOOGLE – Update Your Google My Business listing with new hours, takeout options, and your menu (if applicable).

**BE AUTHENTIC WITH YOUR FOLLOWERS
AND CUSTOMERS ON HOW THEY CAN HELP.**

RESOURCES:

- Explore some of the [resources available](#) from the US Small Business Administration if you've experienced a significant hit to your business as a result of COVID-19.
- Facebook launched a new [small business grants and resources initiative](#).
- Check with your local Chamber of Commerce as they will have gathered valuable resources.

BRANDING

Right now everyone is feeling a bit stressed and worried, *let your brand be the voice of comfort*. Remind consumers that you are there for them, and will do everything in your power to meet their needs. Be the voice that helps drive consumer confidence.

- ✓ **SHARE POSITIVE NEWS ON SOCIAL MEDIA.**
- ✓ **HELP BRING PEOPLE TOGETHER.**
- ✓ **REMIND PEOPLE WE'LL GET THROUGH THIS TOGETHER.**
- ✓ **IF YOUR BUSINESS IS STILL DOING WELL, SUPPORT OTHER LOCAL BUSINESSES.**

**SLOW DOWN
&
BREATHE:**

This is a challenging time for everyone, but we will get through this. While you experience down time, ask yourself, are there marketing initiatives that have been put on hold because of lack of time? Take this time to work on marketing efforts that can help you come out of this down time stronger and better organized.

If you need anything or have questions about crafting a strategy, the Sievers Creative team is available.

BE STRONG. BE SAFE.

HELP OUT YOUR COMMUNITY WHERE YOU CAN.