STAY CONNECTED
COMMUNICATING
RECOVERY PLAN 101

**BUSINESS INFO & HOURS**
Keep your customers informed of whether you are open or closed.

- Shortened hours?
- Ensure your contact info is accessible on everything.

**NEW PROCEDURES**
Share what your procedures are in regards to sterilization and social distancing.

- Are you providing delivery?
- Digital office hours?
- Curbside pick up?

**DIGITAL VISIBILITY**
Update your website.
- offer gift cards
- specials & promotions

Use social media for real time updates and sharing unique content.

**THINK OUTSIDE THE BOX**
Create virtual experiences for customers:
- tutorials/classes
- virtual tours
- games
- tips & tricks
- happy hours

**HOW ARE YOU HELPING?**
Share with your customers how you are helping the community and other businesses during this time.

- Partnering with a non-profit? School?

**CHECK IN**
Whether you are open or closed, check in with your staff and regular customers.

- Just reach out and see how they are doing and remind them that you look forward to seeing them again SOON.