

April 27, 2020

# MEMBER NEWS

COVID-19 Crisis/Recovery Edition 30

## Member news & other resources

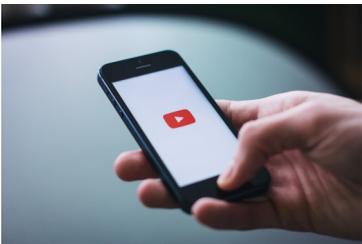
**From the Preble County Commissioners' Office:** As a requirement of the Community Development Block Grant funding Preble County receives, the county is required to visit various public organizations and provide a presentation on what Fair Housing is, and how, and to whom, a fair housing complaint should be forwarded.

The Preble County Chamber of Commerce was one of the organizations to which the county was to present the Fair Housing presentation this spring. Due to the COVID-19 pandemic and the restrictions on public meetings, the State has permitted the county to prepare a Fair Housing Power Point presentation for us to share with members instead of providing the presentation in person. You can download the presentation from our website, [HERE](#).

**The Governor's Office shared a fact sheet on Friday which provides an overview of the Trump Administration's coordination and assistance provided to the State of Ohio and the people of Ohio to combat COVID-19. You can download it [HERE](#).**

The Ohio Arts Council has launched a new project called the Ohio Arts Beacon of Light, to give Ohio artists a place to share, connect, and cope with the challenges presented by the COVID-19 pandemic. **More information is available at [OAC.Ohio.Gov/OhioArtsBeacon](http://OAC.Ohio.Gov/OhioArtsBeacon)**

## 5 Ideas for Using Video to Save Your Business



Economic difficulties aside, this is an exciting time for businesses and marketing. No, really. It can be.

We've been forced to try innovations we may have only talked about previously. Some of these include allowing our employees to work from home, finding new ways to engage with our audience, creating new offerings and services that meet the needs of our audience while also adhering to social distancing

rules. It's been exhausting but there's a bright side too if you can start to see it for that.

Yes, this has been a challenging time but you also have the opportunity to lay the groundwork for things that will continue to serve you and your customers in the future. One of those things is video and if you're not using it right now you're missing an opportunity.

Whether your business is open or you were forced to close, you can use video to continue to interact with your audience and potentially create new revenue streams. Here are a few video ideas to get you started.

### Why Video? Your Audience Is Online Constantly

These days with people working from home or those who are just looking for a distraction, you can count on your audience to be online. With kids at home and extra noise in the background, reading an article can be difficult but watching a video isn't. Video offers you the ability to connect with your audience because they can see you as a real person. Try these ideas:



#### *Walk your audience through your offerings*

You may not be allowed to open your business storefront to the public but you can walk them through your offerings virtually. For instance, if you sell home decor take a video tour of your showroom. Talk about individual pieces that are for sale. Offer specials on delivery or allow people to keep things on hold until after the stay at home orders expire. If you serve food, walk them through your menu. Show your specials.

#### *Conduct flash sales*

Go live and feature your items. Give each item a number and talk briefly about them. Encourage those who are interested in an item to respond in the comments section. When the broadcast is over, the deals are gone. This fast-paced, auction-like sale gets people engaged and excited about your offerings. It can also entice them into making an emotional purchase.

## Introduce your faithful employees

A lot of what is driving purchases today is the thought that we're helping out the business owners and their employees to continue to stay in business. For instance, many people are ordering local now more than ever because they like the idea of helping neighbors. Play to that by introducing the people they're helping.

## Give your audience something to do

If your business doesn't sell food or items that are easily showcased, you can create a video that will help teach someone how to use your services or do something that involves what you sell. For instance, if you sell paint you can create a series of videos teaching people how to paint pictures, furniture, rooms, focal points, etc.

## Thank your supporters

If you have the kind of business where none of these ideas work for you, you can always thank the people who have been loyal to your business through video. This could be your employees, past customers, vendors, or business partners. Showing your appreciation is infectious and most people respond to that type of messaging.

Video is a very strong marketing component. It helps people feel connected to your business. It may also provide an additional stream of revenue if you've been forced to close your doors due to the pandemic. Think about classes or online help you could provide through video. Stay in touch with your audience. Let them continue to see your face during this difficult time. If you do, you can be assured you'll remain top of mind for your customers and they'll help out in the ways that you ask.

*Photos by freestocks.org and Negative Space. Article from [Christina R. Metcalf](#), a marketer who enjoys using the power of story and refuses to believe meaningful copy can be written by bots. She helps chamber and small business professionals find the right words when they don't have the time or interest to do so. Metcalf hates exclamation points and loves road trips. Say hi on [Twitter](#) or reach out on [Facebook](#).*

## From the Statehouse

Governor DeWine announced on Friday members of the newly formed Testing Strike Team, led by former Governors Celeste and Taft, have reached an agreement with Thermo Fisher, a company that makes reagent, that will substantially expand COVID-19 testing capacity in Ohio. As a result of collaborative efforts through the Ohio Manufacturing Alliance, Governor DeWine announced that ROE Dental Laboratory in Cleveland will manufacture up to 1 million testing swabs to support Ohio's testing efforts. The Manufacturing Alliance helped ROE Dental secure the specifications to manufacture swabs from Formlabs, a 3-D printing company in Toledo. This testing will dramatically increase Ohio's ability to test in our priority areas, including nursing homes, hot spots, congregate living settings, food and grocery stores, and essential manufacturing facilities.



The increased testing capacity in Ohio will also allow for enhanced contact exposure tracing throughout the state. As part of Ohio's offense strategy, Governor DeWine announced Friday, Ohio has started working with Massachusetts-based Partners in Health. Partners in Health will bring needed resources to Ohio to help increase the ability to trace contact exposure to the virus.

Governor DeWine also announced Friday, the state will cover the costs to keep more than 200 youth who are aging out of foster care in the foster care system until the COVID-19 pandemic ends. This option is also available for young people enrolled in the Ohio Department of Job and Family Services (ODJFS) Bridges program, Ohio's foster care to age 21 program, to help them maintain their housing, jobs, and education.

### CURRENT OHIO DATA:

As of Sunday, April 26, there are 15,963 confirmed and probable cases of COVID-19 in Ohio and 728 confirmed and probable COVID-19 deaths. A total of 3,178 people have been hospitalized, including 952 admissions to intensive care units. In-depth data can be accessed by visiting [coronavirus.ohio.gov](https://coronavirus.ohio.gov).

**CURRENT PREBLE COUNTY DATA:** As of Friday, April 24, Preble County Public Health reported a total of 26 cases of COVID-19: 14 confirmed cases, 12 probable cases. 24 cases were reported as having "recovered." There has been one confirmed COVID-19-related death.