

# TIPS FOR BARS/RESTAURANTS DURING THESE TIMES:

## **Social media/website:**

- Frequently post days open and hours that you are open – people are very confused, with the changes.
- Post information on how you are sanitizing your bar/restaurant (best in picture or video format) so they know you are making the extra effort.
- Share menu and ordering process online, of course making sure that the process is easy and efficient.
- Post pictures of your delicious food that you are serving so people want that food!
- Encourage people to follow, like and share on your various social media pages.
- Consider a wide range of social media (i.e. Facebook, Instagram, Twitter, etc.) and use an app like Hootsuite so you can post once and not several times. You can also schedule much of your social media,

## **Signage:**

- Place large, clear signage in front of your business with days open and hours and if you are open inside, have carryout, are providing curbside service, etc.
- Sign on front door should indicate if the customers can come in for pickup, if they must wear a mask, etc. Make sure this is a typed sign and not handwritten.

## **Videos:**

- When filming any videos, be sure that you are wearing proper attire (i.e. masks, gloves, etc.) and that the area is clean. (We saw a restaurant posting the behind-the-scenes process the family uses to make lasagna and they were not wearing gloves, the kitchen was dirty and the person making the lasagna was in street clothes – UGH.)

## **Business:**

- Seek funding for which you are qualified and ask for assistance if you need it.
- Check the internet for any feedback on your business – Yelp, Google My Business, etc.
- Do something kind for an organization and share on your website and social media pages
- Review your information everywhere – website, social media pages, signs, etc. Remove old information and update information as needed.

## **Marketing:**

- Ask your current customers for testimonials (written or video) and post on website and FB.
- Offer an extra something (i.e. coupon, marketing item, etc.) for all customers to thank them for choosing your organization.
- Create a customer loyalty program with a punch card or online.
- Sell gift cards or gift certificates in person and online.
- Film a short video of the owner, talking about how appreciative they are of the customer's business
- Sign up for a texting program and offer discounts to those who sign up.

## **Staff:**

- Talk with your staff about what they are going through and how COVID has changed their life
- Help them with applying for unemployment – the process can be overwhelming
- Ask them what prevents them from being present at work (i.e. childcare issues, hours they are scheduled, etc.) and work with them on helping them find a solution.

## **Troy/Maryville/St. Jacob/Marine Chamber of Commerce:**

- Utilize all of the benefits the Chamber has to offer – most are free.
- Schedule a Zoom meeting with Dawn to discuss resources and connections.
- Follow the Chamber on social media so you have the scoop.

*This information has been prepared for you by the Troy/Maryville/St. Jacob/Marine Chamber of Commerce*

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