



## **Ten Marketing Tips You Can Do Now to Help Your Business amid COVID-19**

1. **Reach out to your customers ASAP.** Reassure them that you are open for business online or with curbside pickup if possible.
2. **Offer gift certificates immediately to help improve cash flow.** Include an incentive such as \$120.00 certificate for only \$100.00. Your customers will appreciate the discount too.
3. If your business involves learning such as education or coaching, **start to offer classes online** using any number of online video conferencing tools like Zoom, Skype, Join.me or GoToMeeting.
4. **Make another offer immediately after a customer makes a purchase.** Once a customer buys from you, offer a new product or service immediately. A good way to do this is to send an email to the customer. You can thank her/him for doing business with your company before you mention the offer. For instance, you can offer a discount on another product or service. Create urgency by adding an expiration date.
5. **Step up your digital advertising** with a Google or Facebook campaign. Don't just rely on organic search. Use geography outside of your perimeter and lifestyle demographics to reach more customers who would be interested in your product or service. Don't stay local, go global.
6. **Promote your business using Buddy Marketing** where you team up with another small business to offer both of your products. It can instantly increase your sales because you can utilize your buddy's contact list and vice versa.
7. **Engage with your followers** more using social media.
  - **Offer Online Promos just for them.** Keep the time limit short and make them exclusive just to that audience. Make them feel special. This tool urges people to act now and not wait.
  - **Connect with people on a personal level.** It's all about creating relationships and nurturing them.
  - **Build up trust** between you and your prospects/customers by making the interaction worthwhile to the consumer. Use content to draw people in.
  - **Cultivate the user experience** by starting a conversation. Encourage response from your customers to get others involved.
8. **Start a Rewards Club** for your social media followers. The more they buy, the more points they accumulate towards reduced/free merchandise.

9. **Beef up your Linked In page** with up-to-date information. Social media platforms are today's qualifiers telling people that you are relevant and in the know. Show off your confidence!
  
10. Now is the time to **look over the analytics** from your website. See where your customers are coming from. Look for patterns that can help you target your reach better and maximize your ad dollars. For example:
  - a. *What towns are people coming from?*
  - b. *Where do they go on your website?*
  - c. *What devices are they using the most?*
  - d. *What days of the week do they surf your site?*

This is called Tracking and it helps you find patterns of behavior that can guide you for future efforts. For example, if you see lots of folks visiting your site from a certain neighborhood, step up advertising there to get more clients.

## Interested in more great marketing tips for your business?

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WBDC Marketing Expert, Anne DiFrancesco**

<https://ctwbdc scheduling.as.me/zoom-video-conference>

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**Receive tailored guidance in refining your marketing strategy for your business. This is best suited for businesses with at least one year of sales.**

For assistance in booking your session, contact Claudia DiDona  
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