

# RE-OPENING MARKETING STRATEGY

## ALERT

Let people know your business is open

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- Make sure that your website, social media, Google listings, etc. are all updated to show your current hours of operation. Consider a banner or popup on your site and updating your social profile header with the info so the info is easy to find.
- Email your customer/client list. If you don't have one, now is the time to start!
- In addition to updating your details on social media, create posts with the details of your updated services/offerings. As posts will get buried within newsfeeds and within your own page, make sure you are posting often and responding to posts on your page.
- Extend your social reach by posting in groups that would be a good customer base for you (based either on location and/or topic).
- Partner with other local organizations to work together and take advantage of the extended audience and networking opportunities.
- Consider paid media to expand your reach (Billboards, Digital Display, Direct Mail, Email Marketing, LinkedIn, Newspaper, Radio, Search Engine Marketing, SMS/Text Marketing, Social Media, Sponsorships, Television). Now is a great time to get some good discounts.

## INFORM

Let people know about changes to your business

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- How has your business changed? Do you have new/different services? Are you open days or different hours?
- What safety measures have you put in place to keep customers and employees safe?
- What are your expectations from customers as they patronize your business? What "rules" are in place?
- In addition to the measures taken above to alert the public, you will want to incorporate messaging within your physical location (i.e. signage) and your website that reinforce these changes.
- Make sure that your staff members are aware of all the changes in your business and know how to answer questions and deal with any issues.

# ENTICE

## Do something to drive people to your business

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- People will still want a reason to come in to your business. Craft offers around something that individuals will view as a good deal for them (price, convenience, ease of use, etc.) but still be profitable for your company.
- Try to push for a larger sale by offering discounts or special offers for larger/bulk purchases.
- Think outside of the box. Market your business in a new/different way, and you might just find yourself with a new following and customer base. Host an event, reach out to a different target audience, create a hashtag, promote a “limited time only” product or service, etc.

# ASSESS

## Take note how things are going with your business and industry

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- What is happening in the market?
- Are competitors having success while you are struggling? What are they doing differently? Can you do the same/similar?
- What feedback are you hearing (directly or indirectly) about your business and your industry?
- Actively seek out feedback from your customers...and staff. Create a process for receiving feedback using surveys, polls, comment cards, one-to-one conversations, etc. In addition, ask customers to post a review and share positive experiences.

# ADJUST

## Review what you are doing and make changes as necessary

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- Plan for multiple scenarios so you can make modifications quickly. What if we are too slow? What if we are too busy? What if we have to close again?
- Realize that you likely won't get it right the first time, or maybe even the second, and know that's okay. If you have prepared, you can easily fix it. Take what's working well and build off of that.

# RE-OPENING MARKETING CHECKLIST

## Take these steps to help you get ready for re-opening

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- Update your hours of operation on your website.
- Update your hours of operation on your social media pages (on the About pages).
- Update your hours of operation on Google.
- Create temporary signage for your business on all entry points with your updated hours of operation.
- Create regular social posts that reinforce your new hours of operation and any updated service offerings. Remember posts will get buried and others not seen at all, so post regularly.
- Email your customer/client list to let them know about your changes and how they can contact you. If you don't have an email list, start putting one together now!
- Put together offers with a "Call to Action" to drive customers to your business. Consider offers that will help entice larger buys, increase business during slower days/hours or help you gain market share over the competition. Be careful to consider your bottom line and extra associated costs to make sure you aren't losing money in the process.
- Consider paid media buys to help spread your information. This may help you reach a new or different audience.
- Find "influencers." These are the people that will support your business...and tell others about it. They may be current high profile individuals, your best customers and even your staff.
- Partner with other businesses and organizations to pool resources and expand your network of potential customers.
- Think outside of the box for new ways to separate yourself from the competition and keep yourself top of mind.
- Ask for reviews. Develop a process to gather feedback from individuals and make sure to share the positive information with others in forms of online reviews, testimonials, etc. In addition, make sure you are responding to negative reviews/feedback.

### **If you are asking yourself, "Do I have the time to do all this?" Let OMNIA help.**

Our Managed Marketing services allow us to be an extension of your marketing team to assist you for as long...or as little as needed. We offer a wide range of services to help fit your customized needs and your budget. Call us at (309) 242-8769 or email [partnerwithomnia@gmail.com](mailto:partnerwithomnia@gmail.com) to find out how we can partner and get you back to business.