Recovery Communication Plan - Share your business updates with your customers!

**Stay Connected**

**Business Info & Hours**
Keep your customers informed of changes to your hours of operation:
- Opened 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?
Ensure your customers know how to continue to purchase your product.

**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 a virtual experience for new and current 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.
Partner with a non-profit or a school.

**Check In**
Whether you are open or closed, check in with your staff and regular customers.
Reach out and see how they are doing and remind them that you look forward to seeing them again soon.