

# Stay

# Connected

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



## 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.

