



Top Tips for Reopening Your Business

We have all seen a lot of disruption lately. COVID-19 has forced businesses to think quickly and adapt their products, services, and experiences to meet the changing needs of their customers. While it is exciting to see businesses opening again, that brings on new challenges. The question has become: "When you are ready to open your business again, how do you make that reopening as successful as possible?" While the answer is different for every business, there are some top tips to make sure your digital marketing is pushing you toward a successful open.

1. Get the word out!

With so much disruption in operating procedures for small businesses, it is important that your customers know if you are open, when you are open, and how business is going to be conducted. COMMUNICATE! Post on all of your social media platforms, send an email to your customer list, and update your directory listings, like Google My Business, with the most accurate, up-to-date information.

2. Make sure your hours are accurate *everywhere* online.

Everywhere means EVERYWHERE. Each interaction a customer has with your business shapes your brand perception in the marketplace. Customers are information hungry right now and they're also connecting with businesses in new ways. It has never been more important that your hours are accurate in listings online. Don't over complicate this. Syndicate your business information across the web with a service like YEXT or Moz Local.

3. Instill confidence in your customers.

This is a time when addressing topics like safety and trust are not optional; you need to assure your customers that you are putting their safety first. Depending on your business, explain exactly what adjustments you are making to protect patrons as they start to resume their buying behaviors. Make sure you communicate these procedures on your website and other marketing pieces.

4. Update your marketing messaging.

Marketing messaging needs to be timely and resonate with customers. With so much change throughout the world in the last few months, it only makes sense to change your messaging more often. Ask yourself: What are my customers' needs? For ideas, check out our blog post: [3 Ways to Pivot Your Marketing Messaging During the COVID-19 Crisis \(with examples\)](#).

5. Make sure your marketing campaigns are ready.

In addition to getting your marketing messaging right, you need to prepare your new marketing materials. Pull your existing customer list and make sure it is up-to-date. Then, work with your marketing team to create high-impact campaigns that will convert.

It may look different, but let's get you back to business. Contact us today to make sure your reopening marketing is on point.