



# 5 Ways to Prepare Your Business & Digital Presence

FOR CORONAVIRUS



## Now is the time to be proactive

The coronavirus is affecting businesses of all sizes all over the world. Fewer people are traveling, in-store traffic is down, and events of all kinds are being canceled.

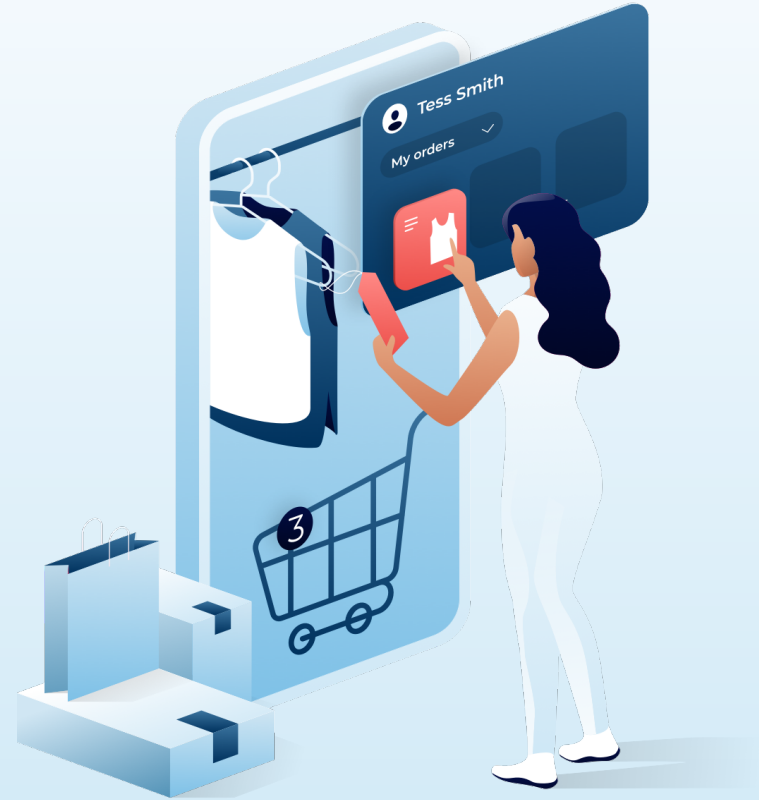
However, there are steps you can take to improve and expand your digital presence that may help mitigate the fallout in this challenging time.



Here are 5 steps  
we recommend

# Prepare for more online transactions

- As physical visits to stores and business locations decline, a strong eCommerce solution provides an additional source of revenue
- We can create an omni-channel eCommerce presence with an online store customers can access through your website, Facebook page and more





## Prepare your website

- Display messaging on your homepage about any service changes
- Add features for scheduling (or rescheduling) in-person appointments
- Add online payment and online transaction capabilities to existing websites



# Create more digital content

Since you may not see your customers in-person as much, it's important to remind them you're still around and ready for their business. We can create a variety of materials that will keep you top of mind with your customers, including:

- Blog posts
- Update videos
- Newsletters
- Webinars





## Engage more on social media

During an ongoing event like coronavirus, social media is one of your best tools for keeping your customers updated with the latest news from your business. Through social media monitoring you may also pick up on unique opportunities your business has to accommodate your customers' needs during this challenging time.

**Let's create your plan now.**



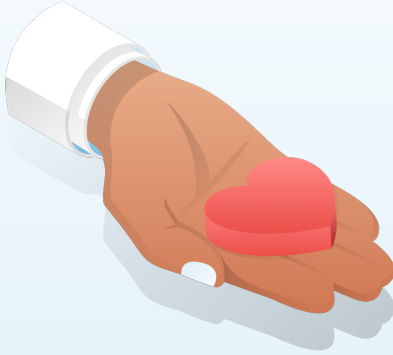
## Consider Larger Projects

If you've recently thought about large scale changes to your website or online presence, now may be the ideal time to make them. This way when customers are ready to return, your digital presence is fresh and ready to convert more customers than ever.

### Key Project Ideas:

- Website redesign
- SEO improvements
- Security, accessibility & privacy





# Let us know how we can help

Contact us today!

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