Welcome to Marketing for Small Businesses During COVID 19

The presentation will begin shortly
Marketing for Small Businesses During COVID 19

Robin Bostrom
Business Specialist – Main Street Iowa
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Business Specialist
Downtown Resource Center
Main Street Iowa

Small Business owner
Former MS director
Former county ED director
What will we cover?

- New ways to service existing customers
- Examples of positive outreach
- Individual business examples
- Community/Shop Local examples
- Templates/National support
- Planning for the future
Business Changed Overnight!

March 2020 – Our world was turned upside down!

- Many businesses were forced to close
- Working from home
- Social distancing
- A toilet paper shortage!!!
- Essential businesses
Are you Open or Closed?

Communicate that you are open / closed to your customers

Euphoria Coffee
March 16 at 7:13 PM

Based on the latest COVID-19 updates, will be open tomorrow for take out only!! We are working on a mobile ordering webpage with curbside pickup available, and that should be up and running by tomorrow morning! Normal hours and full menu available tomorrow! Stay tuned as we continue to navigate these ever changing times and thank you all so much for your love and support! 😊😊😊

Quillins

To our valued customers:

Our current environment will undoubtedly change traditional Easter celebrations.

As a thank you go our employees for their selfless efforts during these times, ALL Quillins locations will be CLOSED Easter Sunday. We are very proud of how our team has served their communities through these trying times.

We are also grateful to all Health Care workers, Emergency Responders and all those who protect and serve us for their current and future efforts. A heartfelt THANK YOU and please stay safe.

We will remain committed to providing clean, safe environments throughout this crisis.

Have a safe, healthy holiday...and thank you for trusting us with your business,

Mike and Tim Quillinn
Exterior Signage Matters

WE ARE STILL OPEN!!!
CURB-SIDE PICKUP AND DELIVERY ONLY!!! - NO CUSTOMERS INSIDE, PLEASE!!

TO ORDER ONLINE, VISIT WWW.DRINKEUPHORIACOFFEE2GO.COM
OR CALL IN YOUR ORDER AT 563-422-0045
WHEN YOU ARRIVE FOR CURBSIDE PICKUP -
- PLEASE CALL US AT 563-422-0045 TO LET US KNOW YOU ARE HERE
- STAY IN YOUR CAR - WE WILL BRING OUT YOUR ORDER
- PLEASE NO CASH - CREDIT OR DEBIT ONLY

NEW PRODUCTS/SERVICES WE ARE PROVIDING!
- FREE DELIVERY TO ANY ADDRESS IN THE CITY!
- FROZEN CASSEROLES TO TAKE AND BAKE!
- OTHER BULK ITEMS ARE BEING ADDED, SO CHECK OUR ONLINE STORE!

WE TAKE THE HEALTH OF OUR COMMUNITY AND OUR STAFF VERY SERIOUSLY.
THANK YOU FOR UNDERSTANDING AND SUPPORTING US DURING THIS TIME!
MUCH LOVE - NICK, JACEY AND THE WHOLE EUPHORIA CREW!
Claim Your Google Profile!!

Stand out on Google with a free Business Profile

Your free Business Profile on Google lets you engage with customers directly and manage how your business appears on Google Search and Maps.

Manage now

Or call us 1-844-491-9665
Are you Open or Closed?

Communicate new ways to shop

SCOUT of marion
April 4 at 6:42 AM

Friends...
An update on things here at the shop.
* Our shop is closed until at least April 30th.
* As we work to build our online Shop, we can still offer curbside delivery, social media shopping, and Doorstep Delivery (free) in the CR/Marion Metro.
* We can ship and are offering free shipping until our online Shop is live (through 4/20)... See More

Hinge Valley Junction
April 15 at 9:55 AM

We're currently limiting our post office/ups trips to just once a week you. You will receive a tracking number within 48 hours but it may take up to a week for it to update. You can sign up for tracking updates with your shipping company once you receive tracking information. Weekly local pick up times can be found on the home page of our website hingeon5th.myshopify.com and you will receive a message via email/text when your order is ready for pick up with additional pick up information. Thank you again for all your patience and understanding.
# Curbside Pick-Up Only At This Time

## Kitchen Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
<th>Meals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Closed All-Day</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>4:30-7:30PM Steak Night &amp; Full Menu</td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td>11AM – 2PM Lunch 5-7:30PM Dinner</td>
<td></td>
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<tr>
<td>Thursday</td>
<td>11AM – 2PM Lunch 5-7:30PM Dinner</td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td>11AM – 2PM Lunch 5-7:30PM Dinner</td>
<td></td>
</tr>
<tr>
<td>Saturday</td>
<td>9AM – Noon Breakfast 12:30 – 3PM Lunch 5-7:30PM Dinner</td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>9AM – Noon Breakfast 12:30 – 3PM Lunch No Dinner Service</td>
<td></td>
</tr>
</tbody>
</table>

## Daily Special

**Tuesday – Friday, 11 am – 2 pm.**  
*Chef's Choice Sandwich ~ $8.25*

**Soup of the day and ½ of**

**Weekly Dinner Specials at 5 pm**

- **Monday** — Burger Night ~ $11
- **Tuesday** — Steak Night ~ $19
- **Wednesday** — Pasta Night ~ $13.50
- **Thursday** — Taco Night ~ 1/$6 2/$9
- **FRI-SAT** — Chef's Choice check Specials/Events for more details

Keeping this schedule helps us clean and sanitize thoroughly during the day.
Alternative Ways to Support You

How can customers still support you?

SugarMe
14 hrs · 🌟
I had such a blast doing deliveries today! I was able to see a few spa guests and check in on my SugarMe gals! I am happy to say everyone is smiling and hopeful to be back out and about again soon! In the mean time, wash your hands...AND YOUR FACE! Xo~Anna

Hatchlings & Hens
April 5 at 9:24 PM · 🌟
I’ve decided to make this live thing a regular Monday ritual! At least until we reopen, you’re tired of listening to me talk, or I’m tired of hearing myself talk... Whichever comes first! What would you like to see? Comment and let me know so I can try to make it happen! Can’t wait to “see” you tomorrow night at 7:00 pm over on Facebook. Check out the event at https://m.facebook.com/events/220754889283854 to add it to your calendar. And this time I promise not to make you dizzy! 😆
Alternative Ways to Support You

Websites & Curbside Delivery

Market 52
27 mins

I have listed our planters on our website so it’s easy for you to see what we have available! Pickup or local delivery only, sorry no shipping on these. They have been going fast and I can tell you from what I have sold there are lots of mom’s getting them for Mother’s Day! Need a gift for yours? 😊

www.shopmarket52.com Garden & Outdoor Collection

Fig & Frolic
March 21 at 4:46 PM

Fig & Frolic will be offering curbside delivery today until 6 pm and tomorrow from 10-1 pm. Just go to our website and place an order and select PICK UP at Fig & Frolic. Send us a message when you get here during those times and we’ll be right out. Don’t want to go through website just send us a message with your order and your email and we can send you an invoice!

Add some creativity to your time at home!!
Alternative Ways to Support You

Comment or message the items you would like to purchase along with your email address and how you would like to receive your order. $5 shipping or curb side pick up Tues-Fri 12-5. We also have gift cards available for $5-$10 off! Thank you for helping us during this time. ❤️Orange Possum

Do you or a loved one need books? Our grab bags are back this week. We deliver to Cedar Rapids, Marion and Hiawatha. Pickup and shipping options also available.

Thank you for your support!

Week of 4/19

Grab Bags

M and M Books

Here ye! Here ye! We have another 40 grab bags available this week!

For $20 you will receive a generous selection of gently used books from our current inventory...

See More
Meraki Wicks and Weaving Soy Much Scents Candles. My collection consists of six dozen scents both in ecofriendly and wood wicks. Candles are categorized into: Seasonal, Fresh & Clean, Spa, General Store, Guys & Gals, Coffee & Tea, Tasty Foods & Adult Beverages and Nature. Retail price: $15.00 eco wicks, $17.00 wood wicks and $5.00 melts. Please pm me for more information. Thank you, Monica.
Exterior Signage Matters

Communicate how to navigate curbside pick-up

Hatchlings & Hens
March 21 at 11:37 AM
Our new normal...in the shop today 1-3pm for pickups. We posted a bunch of videos yesterday on our stories. If there's anything there that you can't live without and you don't see it in our online store...give us a shout and we'll find a way to make it happen. We'll be heading out at 3pm for local deliveries and shipping is available nationwide. Send a little happy to someone far away! Like a friend said to me this morning...a girl's still gotta shop! 😊🌟❤️
Help Direct Your Customers

Just a reminder... curbside pickup today at Brown Bag from 4-6 pm!
Local deliveries will be made over the next several days and UPS will pickup shipments Wednesday!
Thanks again Everyone! We are humbled! 😊😊
Examples of Positive Outreach

**Country View Dairy** is with Patty Potratz and Stacie Schroeder at Open Hands Food Pantry - West Union.

April 8 at 7:21 AM - 🌟

Feeling blessed to be able to make a 240 lb donation of yogurt to the Open Hands Food Pantry in West Union. The need is real. We will all get through this together.

**The Market**

6 mins - 🌟

Over the weekend, we spread joy in Guttenberg first stopping by the Sperslage home. It was a beautiful day for a walk along the river!

Our yard signs help healthcare workers! Message us or comment below if you would like to purchase one for your yard. Each sign is $10, with shipping and local pick-up options available. The first set for each community is free.
Communicate how you are dealing with safety & health

YOUR HEALTH IS OUR #1 PRIORITY

If you’re worried about the coronavirus (COVID-19), please be reassured that we are following the health and safety guidance as prescribed by the Centers for Disease Control and Prevention (CDC), as well as the local public health department.

Here are the actions we are taking

**Keeping People Safe**

- Select from the drop-down menu or insert your own

**Securing a Healthy Environment**

- Select from the drop-down menu or insert your own

**Creating a Flexible Workplace**

- Select from the drop-down menu or insert your own

If you have any questions or concerns, please ask for the manager or contact us at

U.S. CHAMBER OF COMMERCE

This document was prepared by the business owner/business using a template from the U.S. Chamber of Commerce. The U.S. Chamber of Commerce is not responsible for the final content or implementation of this document.
Communicate how you are dealing with safety & health

Thank you Northwest Bank for sponsoring this and to Century Farms for making it!!
Another way to communicate

Carvers Ridge

Weekend LIVES with Anne

Join Anne this weekend for more LIVE sales!

We have NEW ARRIVALS marked 25% OFF and LAST CHANCE items marked 40-60% OFF!

THANK YOU to our customers for a spectacular year. Our Holiday hours are as follows:
Christmas Eve and Christmas Day: We will be closed. We will open on Thursday, Dec 26.

New Year’s Eve and New Year’s Day: We will be closed. We will open on Thursday, January 2.

Merry Christmas and Happy New Year! Shelby, Rhonda and their great team.
Email Marketing

Start here, start strong

Find your people, build your audience, and establish your brand from day one with Mailchimp's all-in-one Marketing Platform.

Pick A Plan  Learn More
Shop Local Campaigns

How are you supporting your community?

Turns Out I AM the Marion Type
Marion Chamber of Commerce & Uptown Marion Main Street

Make Shopping Local a priority at Marion.ShopWhereILive.com

Add yourself to the Facebook Group Marion Deliver, Carry-Out, & Curbside

Recommend and share your experiences shopping & dining local

Invest, donate, & sponsor your favorite organizations

Obtain and retain subscriptions and memberships

Normalize tipping like a boss

Main Street Mason City

Join us in showing some love and support to local businesses, organizations, and neighbors! Now through May 1st, participate in our Support Local BINGO and enter to win great prizes from Visit Mason City Iowa and Main Street Mason City City... https://bit.ly/34jyHM

#SupportLocal #LiveLoveLocal #NorthIowaStrong

SUPPORT LOCAL BINGO

1. Thank a healthcare worker
2. Like 4 town businesses’ Facebook pages
3. Tip generously when ordering curbside or delivery
4. Order something from a local restaurant
5. Share a picture of your favorite Mason City attraction
6. Share a thank you note on social media for a local business or attraction
7. Donate to a local organization
8. Work your hands and sanitize your home office
9. Post about what makes you proud of Mason City
10. Order online from a local retailer
11. Like the Mason City Facebook page
12. Tell an employee at your grocery stores they’re appreciated
13. Like the Mason City Facebook page
14. Write a positive review of local businesses or attractions
15. Take a deep breath, we’re all in this together

You and 1 other
Shop Local Campaigns

» Local Hashtags
» #IowaStrong

Jefferson Matters: Main Street

Hey that was so much fun last week, we may just be doing it again soon! Will we see YOU at the next online Facebook Sale by one of our local merchants? It pays to shop local - even online!

WILL IT BE YOU?

GOT CAUGHT SHOPPING LOCAL ON LINE!

If you are caught you will receive $5 in Jeff from Jefferson Bucks
taken off your Online Facebook LIVE Sale at
Fudge’s, The Printer’s Box, Addies, Sensibly Chic

Jefferson Matters: Main Street

Active Life Chiropractic • open regular hours
drnoagallion@gmail.com or text/call 319.283.3281

Box, Hum Massage • gift certificates available at
bexmassagetherapy.com/GiftCertificate.en.html

Brightside Wellness • gift certificates at
www.brightside-wellness.com

Illuminations +319.775.0117 illuminationscenter.com

Moods Salon & Spa • temporarily closed
giftcards2moods.com

NewBo Counselling • Telehealth Counselling
www.newbocounselling.com/

Revive Aesthetics & Wellbeing • temporarily closed
gift cards 319.200.2555 reviveandwellbeing.com

Skin Rock Massage • Sugar ing • by appointment
www.skinrockmassagel.com

Virtue Salon • Spa • closed temporarily
gift cards at www.virtualsalon-spa.com

PHOTOGRAPHY & ARTIST

AE Photography • +319.440.0519 email for gift card or make an appointment atphotolito@gmail.com
www.atphotolito.com

Amanda Dee Photography • 10% off eGift Cards: squareup.com/gift/47C381Y6MBT/order
On View Gallery • onviewgallery.com
Studio U • Gift Certificates available at:
www.studiouphotography.com/payment

CULTURE & ENTERTAINMENT

African American Museum • Temporarily Closed
Support at blackiowa.org

Legion Arts • Temporarily Closed
Support at legionarts.org
Gift Cards email hello@legionarts.org

National Czech and Slovak Museum and Library • Temporarily Closed Support at ncsml.org

NewBo City Market • Retail, Food Carry Out
Open Thu-Fri 10-6pm Sat 11-6pm, Sun 10-4pm
Support at newboincitymarket.org

DEFINITIVE Home Design • working remotely
319.521.3465 definitivehomedesign@gmail.com

McNary Marketing & Design is offering to do free 30
minutes virtual meetings to assist with business, market-
ing, & tech strategy & creative ideas in this unique

Visit our remoteworkfromhome.com site for home
office ideas so you can get more done. Content is
being added daily.

We can offer discounts on prepaid web & marketing
technology services (projects or hourly support) to
those interested in deferring fulfillment of efforts until
Q3-Q4 2020, contact Janna if you are interested.

NewBoCo • Programs moving online:
https://newbo.co/ • ABOUT • BLOG

Quick Action Accounting & Business Solutions is
offering to do courtesy 30-minute virtual meetings
to assist with business, accounting, payroll and
QuickBooks concerns and questions. Schedule with
Amy at calendly.com/apo-amy/30min.

They offer discounts on prepaid Accounting and
QuickBooks services, contact Amy if you are interest-
ed. www.quick-action.com

Robert Half • is helping small businesses by providing
resources to help with additional work that’s needed
due to COVID 19. Depending on the duration of the
project and/or need Robert Half is providing a 3 day
credit or longer. Remote options for individuals who
might be affected & would like to work a one to two
month project.

If your business requires any assistance in terms of tran-
sitioning to a remote workforce or handling internal
issues, we have consultants ready to go. We are as-
sisting other companies in the following areas: Laptop
Imaging, Patching servers, Helpdesk/Technical Sup-
port, Network Security/IVPN, Data protection, Remote
HD, Video/web conferencing, Instructional design,
Social media communication/content.
319.995.7574 roberthalf.com/locations/ia-cedar-rapids

The Space Coworking • half off membership
for new members through June
https://cedar RapidsCoworking-space/
Community Outreach

Showing that you care beyond your business . . .
Templates & Resources

Use the many resources already created to assist you!

**Show Your Small Businesses Love Today.**

- Spend Local Safely.
  - Buy a gift card
  - Shop over the phone
  - Put an item on hold
  - Shop online
  - Leave a review
  - Promote on social media
  - Maintain subscriptions
  - #SupportLocalSafely

**For all of you who...**

- Stock the shelves.
- Help the sick.
- Take care of our aged loved ones.
- Clean.
- Work from home.
- Drive the trucks.
- Work the drive-thru.
- Deliver our packages and food.
- Answer the phones.
- Keep the gas station open.
- Bring our mail.
- Grow our food.
- Help us cope.

**Thank you.**

**Support Local Restaurants**

#CARRYOUTWEDNESDAY
Shop Local Pledge

"I **PLEDGE** to use my stimulus check to support **LOCAL** Washington Businesses."
Stock Photo Sites


2. Gratisography

Gratisography is one of the most interesting of the free stock photo sites due to the quirky style of photographer Ryan McGuire who captures everything from people making goofy faces to airborne cats.

Source: Gratisography

All of the photos are high-resolution and royalty-free—ready for your use wherever you please. The photos are organized by categories—animals, nature, objects, people, urban, and whimsical. And new ones are added every week, which McGuire shares on Twitter and Facebook.

Free sites for photos

Creative Commons-Means you can use the images and not get sued!

GIFs - Giphy
New Old Stock provide the ultimate “Throwback Thursday” content with hundreds of vintage photos from public archives. The photos are fascinating and would be a compelling addition to any social media campaign.
Moving Past the Pandemic
Planning for the Future

» Business will be different on the other side
» Online sales will continue
» What new revenue streams can you explore?
» Improve your tech skills
» Consider online payment options
» What will your Re-open strategy look like?
» Start preparing now
New Revenue Streams

Selling on Facebook or Instagram

Live Sales
Unique Boutique
Nevada, IA
New Revenue Streams

Selling on Facebook or Instagram
New Revenue Streams

- Mobile trucks
- Online sales

Etsy
New Revenue Streams

Family packs & Take n Bake meals

Pop-up Stores

Making more frozen casseroles for you to take and bake this afternoon - Chicken Bacon Ranch Pasta and Broccoli Chicken and Rice! ✨ We are also roasting coffee today, so if you need coffee, get your orders in! Get your orders in by noon today and it will be ready for pickup tomorrow morning!!!

Order online - link for local pickup here
https://www.drinkeuphoriacoffee2go.com or head to https://www.drinkeuphoria.coffee for mail orders!❤️ Thank you for all of your support!!!❤️❤️❤️

Pop up Grocery start. Will post everything later in the week as product gets shipped. We are trying to make sure our locals can get products they can use during these times.
Thank your customers – A LOT!!

You want them with you on the other side of this pandemic!

To anyone who is reading this - THANK YOU - you truly are amazing! This community should be so proud of itself with how you are supporting all of us small businesses during this crazy time!!! We love you 🖤🖤

To brighten your day. Take 2 & Share 1

Stay healthy! We’ll get through this  together! 🖤

- Willow Tree
Going the EXTRA step
Handouts & Presentations
Survey for additional topics
Next week’s webinar:
“How to Sell Online”
Wednesday, May 6 – 3:00 pm
Robin Bostrom
Business Specialist, Iowa Downtown Resource Center
1963 Bell Ave, Suite 200
Des Moines, Iowa
515-348-6176
robin.bostrom@iowaeda.com