

5 Ways to Prepare Your Business & Digital Presence for Coronavirus

Now is a time to be proactive

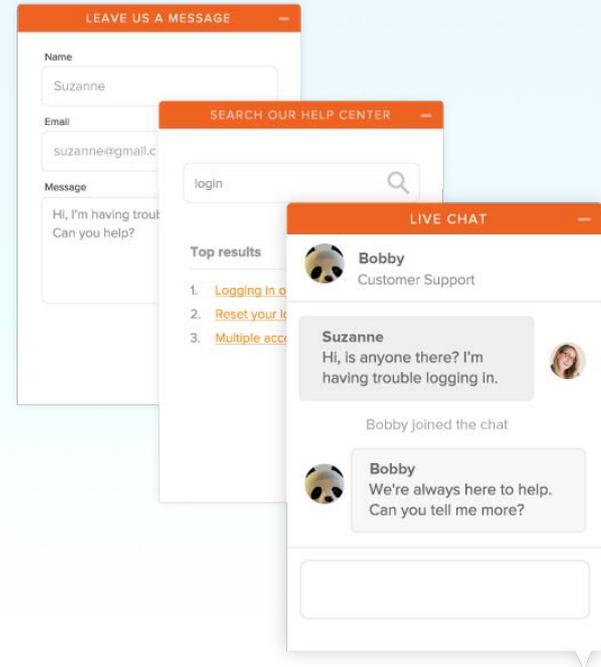
The coronavirus is currently affecting businesses of all sizes all over the world. Less people are traveling, in-store traffic is down, and events of all kinds are being canceled.

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...

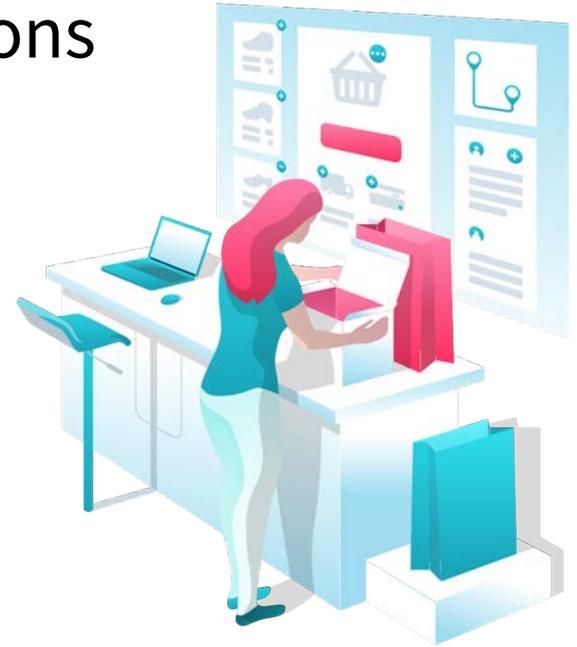
Prepare for more online communication

- Since physical visits to stores and business locations will decline, leverage online communication channels including Live Chat on your website, Webinars, Skype, Zoom, FB Messenger
- We can help you get these tools set up.



Prepare for more online transactions

- Since physical visits to stores and business locations may decline, a strong eCommerce solution provides an additional source of revenue to sell products, vouchers, services, bookings
- We can create an 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 features for online ordering and delivery, if applicable
- 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.



Let us know how we can help!

Contact us today!

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