



RE-OPENING MARKETING PLANNER AND CHECKLIST

Instructions: Gather your team and review the following items with them. Get their input. Start thinking and planning now so you are ready to re-open with confidence.

Social Distancing Guidelines at Our Business: What will they be? Will your State or Country have guidelines about the maximum number of people per square footage?
Have you trained your employees, management and team on these guidelines or how do you plan to do so?
Do you have the necessary tools and equipment? Some businesses may need to go ahead and arrange for extra gloves, masks, etc.

Signage to Communicate these Guidelines at Our Store: Design flyer, sign, etc. for entrance and interior.

Cleaning and Sanitation: How will you handle cleaning and sanitizing between hours? Write it out and communicate that as well to your team and customers, especially if you have a high touch customer business (hair, nail salons, etc.)

Guidelines communicated via:

- ☐ Website
- ☐ Facebook / Instagram / LinkedIn
- ☐ Email Newsletter
- ☐ Onsite - Entrance and Interior Spaces

Press Release to Communicate these Guidelines (if necessary):

Who is in charge of customer or media inquiries about these guidelines?

What or How will you handle this if the guidelines are violated? Be careful because in some cases, this could end up being a PR nightmare or social media problem if not handled well.
Have you reviewed these with your legal counsel? In some cases, you may need to do so as re-opening may open liability.
Have you reviewed it with your property insurance carrier? In some cases, you may need to do this.
Are you changing hours, your products, your services? Consider extending hours to capture lost sales.

Do you have an incentive offer, special, discount? Again, design and communicate it. Perhaps add it to Facebook Offers or boost as an ad.
Marketing Projects prior to Covid-19 - Review your marketing project list you had before COVID-19. Are there any projects that you can go ahead and re-start? For example, I had a few print projects that we put on pause. We are now ready to finalize and will send it to print in the next week or so.
Brainstorm other products or services you can offer to create new revenue streams:

Debrief: What did you learn about yourself, your team and your business from this period of forced closure? Sometimes, these lessons turn into changes you should implement. They may also be things you wish to honor and recognize. These can be both strengths and weaknesses.

If you introduced a new service or product because of COVID-19, evaluate with your team whether or not you should continue offering that product or service. What are the pros and cons?

Will there be services or products you will reduce? If these were popular with customers, be sure to have a communication/marketing plan to let them know.

Other Business Questions to Consider:

- ☐ Can you reduce operating costs?
- ☐ Will there be new technologies you will incorporate or introduce? Can you afford them?
- ☐ Going forward, where can you get other lines of credit or financing?